



**MADISON
COUNTY
2013**

Community Health Improvement Plan (CHIP) Report



Contributors

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PREPARED BY



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Disclaimer

While statistics and data for the indicators were, to the best of the author's knowledge, current as the Community Health Improvement Plan Report 2013 was drafted, there may be subsequent data and developments, including recent legislative actions, that could alter the information provided herein.

This report does not include statistical tests for significance and does not constitute medical advice. Individuals with health problems should consult an appropriate health care provider. This report does not constitute legal advice.

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INTRODUCTION

Madison County Community Health Improvement Plan

EXECUTIVE SUMMARY

Building a healthier Madison County began as a community-wide initiative with the goal of establishing an ongoing process for identifying and addressing health needs. The intent of this project was to foster successful partnerships within the community in order to improve the health of Madison County residents. The *Public Health Accreditation Board* defines a Community Health Improvement Plan (CHIP) as “a long-term, systematic effort to address health problems on the basis of the results of assessment activities and the community health improvement process.” A CHIP can be used by health departments, as well as other government, education, or human service agencies, to coordinate efforts and target resources that promote health.

A CHIP serves to address health issues, roles, and common goals and objectives throughout the community. The plan can be used to guide action and monitor and measure progress toward achievement of goals and objectives. The plan, along with a Community Health Assessment (CHA), can be utilized as justification for support of certain public health initiatives, as part of funding proposals, and for attracting other resources toward building programs that improve the overall quality of life of the community.

Health Priorities and Recommendations

The Madison County Community Health Committee identified three key issues – *Healthy Lifestyles, Maternal & Child Health, and Obesity* - and developed recommendations and action steps. The Task Force recommends the Community Health Action Plans should be incorporated into the work of the Florida Department of Health in Madison County, existing community groups, and health care partners.

Health Priority: Healthy Lifestyles

Goal: Decrease the rate of Sexually Transmitted Diseases in Madison County.

Objective: Decrease Chlamydia rate in 15-19 year olds from 502.1 to 477 by September 30, 2015.

Strategy 1: Provide Evidence-Based youth development and life skills program to youth ages 15-19.

Strategy 2: Provide evidence-based program for adults to learn how to support children making positive decisions.

Health Priority: Maternal & Child Health

Goal: Improve the health of women and children in Madison County.

Objective 1: Reduce obesity rate by 3% in women of child bearing age (ages 13-44) from 30.7% to 27.7% by September 30, 2016.

Strategy: Educate women (ages 13-44) about benefits of healthy living while pregnant and past delivery.

Objective 2: Increase the number of minority women who initiate breastfeeding from 46.3% to at least 49.3% by September 30, 2016.

Strategy: Improve awareness of lactation consultant availability within community.

Health Priority: Obesity

Goal: Decrease the rate of obesity in Madison County.

Objective 1: Increase the percentage of healthy weight adults from 32.3% to 33.3% by August 31, 2015.

Strategy 1: Improve/refurbish existing physical activity/recreational locations.

Strategy 2: Promote the use of evidence-based clinical guidelines to assess overweight and obesity.

Strategy 3: Establish a community garden in the city of Madison or Greenville.

Objective 2: Decrease percentage of middle school students with a body mass index (BMI) at or above 95% from 15.9% to 14.0% by August 31, 2015.

Strategy 1: Establish participation in physical education a priority for middle school students.

Strategy 2: Increase physical activity opportunities for middle school students at Madison Central.

INTRODUCTION

The health status of a community plays a large role in social and economic prosperity, hence it is important that a community strives to continually improve and maintain its health. Government agencies (city, county, state) may provide health services; however, successful health programs require an active partnership between all community agencies.

Community health improvement planning is a long-term, systematic effort that addresses health problems on the basis of the results of community health assessment activities and the community health improvement process. The resulting Community Health Improvement Plan is used by health and other government, educational and human service agencies, in collaboration with community partners, to set priorities and coordinate and target resources. A CHIP is critical for developing policies and defining actions to target efforts that promote health. It defines the vision for the health of the



community through a collaborative process and addresses the strengths, weaknesses, challenges, and opportunities that exist in the community in order to improve the health status of that community.

The Florida Department of Health in Madison County, working with community health partners, initiated community-wide strategic planning for improving community health utilizing the *Mobilizing for Action through Planning and Partnerships* (MAPP) model. MAPP was developed by the *National Association of County and City Health Officials* (NACCHO), in collaboration with the *Centers for Disease Control and Prevention* (CDC). MAPP provides a framework to create and implement a community health improvement plan that focuses on long-term strategies that address multiple factors that affect health in a community. The resulting community health improvement plan is designed to use existing resources wisely, consider unique local conditions and needs, and form effective partnerships for action.

METHODOLOGY

The Florida Department of Health in Madison County and community health partners met together for the purpose of evaluating the health status of the citizens of the Madison County area in order to develop health improvement interventions. The goal of these partners was to develop and implement comprehensive, community-based health promotion and wellness programs in the Madison County area and provide a forum where members may join together to plan, share resources, and implement strategies and programs to address the health care needs of citizens.



The NACCHO MAPP model for community health planning was used, which provides a strategic approach to community health improvement. This model utilizes six distinct phases:

1. Partnership development and organizing for success
2. Visioning
3. The Four MAPP assessments
 - Community Health Status Assessment
 - Community Strength and Themes Assessment
 - Local Public Health System Assessment
 - Forces of Change Assessment
4. Identifying strategic issues
5. Formulating goals and strategies
6. Action (program planning, implementation, and evaluation)

The ***Community Health Status Assessment*** provided a “snapshot in time” of the demographics, employment, health status, health risk factors, health resource availability, and quality of life perceptions. Madison County Health Department conducted a Community Health Status Profile in September 2011. Data from the 2010 U.S. Census, U.S. Bureau of Labor Statistics, and the Florida Department of Health, Legislative Office of Economic and Demographic Research, Department of Children and

Families, Department of Law Enforcement, and Agency for Health Care Administration was utilized in the *Community Health Status Assessment*. Major findings from the ***Community Health Status Assessment*** included:

- The population of 19,298 residents had an median wage of \$36,682.
- Madison County's population was 57.5% White and 40.3% Black/African American.
- The median age in Madison County is with 40.2 years.
- In 2011, the leading causes of death were:
1) Heart Diseases), 2 Cancer, 3) Unintentional Injuries, 4) Stroke and 5) Chronic Lower Respiratory Disease (CLRD).
- Diabetes was the seventh leading cause of death in Madison County for 2011. Diabetes in Black males is nearly twice the state rate among adults who responded to the 2010 BRFSS survey.
- Death rates from Heart Disease for White males nearly doubled from 2010 to 2011, from 13 deaths to 25. In 2011, the death rates decreased for Black males, and White females from 2010, but increased for White females.
- In Madison County, the death rates for CLRD increased nearly 400% for White females from 2010 to 2011.
- Among Madison County residents who responded to the 2010 BFRSS survey, the percentage of White females, Black males, and Black females who were obese or overweight was higher than the state percentages.
- White females ages 15 to 19 had a birth rate of 30.3 as compared to the state's rate of 25 in 2011. Black females had a lower rate than the state in 2011.
- Infant deaths per 1,000 live births were 13.3% for Madison County which was twice the state rate of 6.9%.
- There were 4,815 Madison County residents enrolled in Medicaid in 2011, which represented 25% of the total population.



- There were a total of 33 alcohol-related motor vehicle crash injuries in Madison County in 2010. This represents a rate of 171.8 per 100,000 Madison County residents which is nearly three times the state rate of 64.7 per 100,000 residents.

Community perceptions of the health care system are a critical part of the MAPP process. **Community Themes and Strengths** were in April - May 2011 by 297 Wakulla County residents who responded to an online or hard copy survey. Perceptions of the quality and accessibility of healthcare in Madison County were assessed. Survey results indicated residents were concerned with:

- Access to and coordination of health care services
- Limited health insurance
- High usage of Emergency Room
- Limited Dental care/usage
- Limited health care awareness
- High self-report of chronic illness
- Low self-report of personal health

Community health partners participated in the **Forces of Change Assessment** workshop on January 2011 in order to identify what is occurring or might occur that impacts the health of the community and local public health system

Nine themes or issues, with corresponding sub-themes and threats, were identified:

- Access to and coordination of health care services
- High poverty levels
- High unemployment/lack of jobs
- Sexually Transmitted Diseases increasing
- Chronic diseases and risks increasing
- High percentage of population that are overweight, obesity, and have diabetes
- High poverty levels

- Lack of transportation
- Limited health literacy

Data from the **2012 County Health Rankings**, compiled by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation were reviewed by community partners throughout the MAPP process. In addition, community health partners reviewed the **10 Essential Public Health Services** rankings from the **Local Public Health Performance Standards Program**.

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GOALS AND STRATEGIES

As part of the Madison County Community Health Improvement Project, the “Mobilizing for Action through Planning and Partnerships” (MAPP) a Strategic Priorities and Goals workshop was conducted on August 17, 2012. Twenty-three community health partners participated in the workshop and identified four community health themes for Madison County.

BACKGROUND



As part of the “Mobilizing for Action through Planning and Partnerships” (MAPP) project in Madison County, Quad R, LLC was contracted by the Madison County Health Department to facilitate the Strategic Priorities & Goals workshop on August 17, 2012.

The purpose of this workshop was to identify health priorities which are impacting Madison County residents and to develop goal statements and strategies for each priority.

A total of 23 individuals attended. Individuals were representative of various social service agencies, not-for-profit organizations, and other public health system agencies. Participants represented a cross-section of the community and input provided was based on their knowledge, awareness and perceptions of related health concerns with Madison County.

METHODS



Two weeks prior to the scheduled *Strategic Priorities & Goals* workshop, community health partners were contacted by e-mail from the Madison County Health Department regarding the date, time, and purpose of the workshop. One week prior to the workshop, community health partners were provided the agenda and a follow up letter further explaining the purpose and importance of the meeting.

The participants were welcomed to the workshop by the Madison County Health Department Administrator, Kimberly Allbritton. Participants introduced themselves and identified their organization. After reviewing the agenda, the workshop facilitator then asked participants to examine the data which highlighted key health statistics for Madison County. This data included:

- Madison County Community Health Status Profile – Executive Summary
- U.S. Census Quick Facts for Madison County
- County Health Rankings
- Florida Department of Health CHARTS – Madison County Health Summary
- Florida Legislature, Office of Economic and Demographic Research – Madison County Summary (July 2012)

Participants reviewed the data individually and identified key health issues and/or needs for Madison County residents. Individual health concerns were written on sticky notes by each participant. Workshop participants were reminded to identify local, state and national health issues that may affect the context in which the community and its public health system operate within Madison County.

Participants were then divided randomly into four groups, and asked to combine their health issues and/or concerns (sticky notes) into common themes or categories. Each group worked collaboratively to cluster their issues and identify a label for the theme or category.



Workshop participants were re-assigned to one of six breakout groups. One group reviewed all the themes and categories and re-assembled them into a master list of community health issues. Two groups worked independently to create a list of the *Resources* available in Madison County to address community health issues and concerns. Two groups separately

identified the *Barriers/Challenges* to impacting community health issues and concerns in Madison County. One group identified key target populations which are most impacted by health issues and/or concerns in Madison County. The list of *Resources*, *Barriers/Challenges*, and *Target Populations* can be found at the end of this report.

The two lists for the *Resources* and *Barriers/Challenges* were combined. The breakout groups individually reviewed the *Priority Health Issues*, *Resources*, *Barriers/Challenges*, and *Target Populations* lists and revised as needed. Each group worked to ensure the *Priority Health Issues* were distinct categories.



Ten health issues were identified:

- Safe Environment
- Unintentional Injury/Death Prevention
- Access to Resources
- Obesity
- Communicable & Infectious Diseases
- Healthy Behaviors/Screenings
- Preventable & Controllable Diseases
- Cause/Effect of Poverty
- Maternal & Child Health
- Effective Community Education



Workshop participants self-selected into one of the 10 health issues. The facilitator reviewed the key terms associated with goals and strategies on the back of the agenda with the participants. Each workgroup was then tasked with developing a Goal Statement and Strategies for their health issue. Once each workgroup had at least 2 strategies for the health issue, the participants reviewed the work for each issue. Participants provided feedback and added additional strategies as needed. In addition, participants worked collaboratively to structure the goals and strategies in the format associated with MAPP process.

Workgroups were then provided the *Goal & Strategies* template on a large easel chart paper. Each workgroup selected at least two strategies from the list created in the previous step, and identified *Barriers/Challenges* from the master list which could prevent or act as a challenge to implementing and/or completing the strategy. These were listed on the *Goal & Strategies* template. In addition, the workgroup identified factors associated with the *Implementation* of the strategy, such as a proposed timeline for completion, lead and key members, and resources.

Workgroups reviewed each other's work and provided feedback. Each group continued to add information on the *Goal & Strategies* template for their health issue. The workgroups also identified the ways in which "success" could be measured for each

strategy. The results of the groups' efforts are found at the end of this report. The goals and strategies developed during the workshop are found on the following pages.

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GOALS & STRATEGIES

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|-------------------------|--|--|--|
| Safe Environment | Madison County will have a safe environment and be crime free. | 1. Promote crime stoppers. | <p>Timeline 12-24 months</p> <p>Lead & Team Members City and County Law Enforcement Local media Community volunteers</p> <p>Resources City and county law enforcement</p> |
| | | 2. Organize neighborhood watch programs. | <p>Timeline 12-24 months</p> <p>Lead & Team Members City and County Law Enforcement Community volunteers Faith-based leadership</p> <p>Resources Informational resources from existing programs, including local sponsor in City/County Law Enforcement</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|-------------------------------------|--|---|--|
| Safe Environment (continued) | Madison County will have a safe environment and be crime free. | 3. Empowerment to vulnerable populations. | Timeline TBD Lead & Team Members TBD Resources TBD |
| | | 4. Improve access to mental health resources. | Timeline TBD Lead & Team Members TBD Resources TBD |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--|---|--|---|
| Unintentional Injury/Death Prevention | All Madison County residents & visitors will be safe from traumatic injuries & death. | 1. Increase awareness & educational opportunities regarding safe & appropriate vehicular operations. | <p>Timeline January 2014</p> <p>Lead & Team Members Schools Social Service programs Law Enforcement Faith-based members Hospitals/Healthcare providers Healthy Start of Jefferson, Madison, Taylor</p> <p>Resources \$\$</p> |
| | | 2. Increase education on behaviors to prevent traumatic injuries & death. | <p>Timeline January 2014</p> <p>Lead & Team Members Schools Social Service programs Law Enforcement Faith-based members Hospitals/Healthcare providers Healthy Start of Jefferson, Madison, Taylor</p> <p>Resources \$\$</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--|---|---|--|
| Unintentional Injury/Death Prevention (continued) | All Madison County residents & visitors will be safe from traumatic injuries & death. | 3. Establish driver’s education program. | Timeline TBD Lead & Team Members TBD Resources TBD |
| | | 4. Strengthen funding at county/state levels to keep highways in excellent condition. | Timeline TBD Lead & Team Members TBD Resources TBD |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|----------------------------|--|---|---|
| Access to Resources | All Madison County residents will have access to quality affordable health services. | 1. Recruit and retain providers. | <p>Timeline January 2014</p> <p>Lead & Team Members Healthcare workforce network Madison County Hospital Madison County Health Department</p> <p>Resource North FL Community College /Allied Health program FSU School of Medicine Chamber of Commerce</p> |
| | | 2. Solicit additional funding to address gaps in Madison County health care system. | <p>Timeline January 2015</p> <p>Lead & Team Members Madison County Hospital Madison County Health Department Florida Department of Health</p> <p>Resources Health Resources and Services Administration (HRSA) Low Income Pool (LIP) grant Foundations</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--|--|--|---|
| Access to Resources (continued) | All Madison County residents will have access to quality affordable health services. | 3. Educate residents on the available resources within the county. | <p>Timeline January 2014</p> <p>Lead & Team Members Madison County Health Department Chamber of Commerce Media</p> <p>Resources Madison County Health Department Florida Department of Health Hospitals Emergency Medical Services (EMS)</p> |
| | | 4. Conduct resource mapping workshop to maximize resource utilization. | <p>Timeline TBD</p> <p>Lead & Team Members TBD</p> <p>Resources TBD</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|-----------------------|---|--|--|
| Obesity | All citizens in Madison County will be at a healthy weight. | 1. Increase the access of recreational & youth activities in Madison County. | <p>Timeline Ongoing</p> <p>Lead & Team Members Merv Mattair Craig Wilson</p> <p>Resources Just Move Madison Healthy Start</p> |
| | | 2. Network to encourage social support for increases in physical activity levels in our schools. | <p>Timeline 3-5 years</p> <p>Lead & Team Members School Superintendent</p> <p>Resource Grant \$\$ Collaboration</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--------------------------------|---|--|---|
| Obesity (continued) | All citizens in Madison County will be at a healthy weight. | 3. Provide safe recreational parks, trails, etc. | <p>Timeline Ongoing</p> <p>Lead & Team Members Department of Parks & Recreation</p> <p>Resources 4 Freedom Trail Lanier Field Lake Francis Boys & Girls Club Boyz 2 Men Madison Youth Initiative</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|---|--|---|---|
| Communicable & Infectious Diseases | All Madison County residents will be free of communicable and infectious diseases. | 1. Establish sex education classes in the school system. | <p>Timeline January 2014</p> <p>Lead & Team Members Schools Madison County Health Department Hospital/Healthcare providers Healthy Start Coalition WIC Pregnancy Center</p> <p>Resources Healthy Start</p> |
| | | 2. Conduct community education programs for STD prevention. | <p>Timeline January 2014</p> <p>Lead & Team Members Schools Madison County Health Department Hospital/Healthcare providers Healthy Start Coalition WIC Pregnancy Center</p> <p>Resources TBD</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|---|--|---|---|
| Communicable & Infectious Diseases (continued) | All Madison County residents will be free of communicable and infectious diseases. | 3. Increase awareness of the impact of unprotected sex and STD's. | <p>Timeline January 2014</p> <p>Lead & Team Members Schools Madison County Health Department Hospital Healthcare providers Healthy Start Coalition WIC Pregnancy Center</p> <p>Resources TBD</p> |
| | | 4. Sponsor guest speakers in schools for role modeling. | <p>Timeline TBD</p> <p>Lead & Team Members TBD</p> <p>Resources TBD</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|---|--|--|---|
| <p>Healthy Behaviors/ Screenings</p> | <p>All Madison County residents will have a 25% reduction in communicable and infectious diseases.</p> | <p>1. Conduct screenings through community health fairs.</p> | <p>Timeline 12-24 months</p> <p>Lead & Team Members Madison County Health Department Hospital & Nursing staff & students Community volunteers</p> <p>Resources Madison County Health Department Whole Child Healthy Start Early Steps Early Learning Coalition Head Start Madison County Memorial Hospital Tallahassee Memorial Hospital Capital Regional Medical Center</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|---|--|--|--|
| <p>Healthy Behaviors/ Screenings (continued)</p> | <p>All Madison County residents will have a 25% reduction in communicable and infectious diseases.</p> | <p>2. Conduct school readiness screenings.</p> | <p>Timeline 12-24 months</p> <p>Lead & Team Members Whole Child Madison County Health Department staff School Nurses School Board</p> <p>Resources School Board/District staff School Nurses Dental Mobile unit Madison County Health Department Whole Child Early Steps Early Learning Coalition Head Start Project Safe Zone Madison County Memorial Hospital Capital Regional Medical Center</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--|---|--|--|
| Healthy Behaviors/ Screenings (continued) | All Madison County residents will have a 25% reduction in communicable and infectious diseases. | 3. Increase education & outreach efforts for types of screening needs. | Timeline TBD Lead & Team Members TBD Resources TBD |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|---|---|---|--|
| <p>Preventable & Controllable Diseases</p> | <p>All citizens will be empowered to make healthy lifestyle choices to prevent controllable diseases.</p> | <p>1. Increase support of educational opportunities related to healthy lifestyle choices.</p> | <p>Timeline Ongoing & Immediate</p> <p>Lead & Team Members Madison County Health Department Schools systems</p> <p>Resources Madison County Health Department Whole Child County schools UF/IFAS County leaders 4-H</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|---|---|---|---|
| <p>Preventable & Controllable Diseases (continued)</p> | <p>All citizens will be empowered to make healthy lifestyle choices to prevent controllable diseases.</p> | <p>2. Provide chronic disease screenings & education (re: chronic disease maintenance).</p> | <p>Timeline Ongoing & Immediate</p> <p>Lead & Team Members Hospitals Madison County Health Department</p> <p>Resources Hospitals Private care providers Madison County Health Department Whole Child Federally Qualified Health Center (FQHC) Children’s Medical Services Early Learning Coalition Healthy Start</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--|--|--|--|
| Preventable & Controllable Diseases (continued) | All citizens will be empowered to make healthy lifestyle choices to prevent controllable diseases. | 3. Leverage partners to increase social support of healthy eating and active lifestyles. | <p>Timeline Immediate to 2 years</p> <p>Lead & Team Members UF IFAS 4-H Schools Elected officials</p> <p>Resources Madison County Health Department County schools Florida Department of Health Chamber of Commerce</p> |
| | | 4. Educate citizens on how to maintain & control present chronic disease conditions. | <p>Timeline TBD</p> <p>Lead & Team Members TBD</p> <p>Resources TBD</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--|--|--|--|
| Preventable & Controllable Diseases (continued) | All citizens will be empowered to make healthy lifestyle choices to prevent controllable diseases. | 5. Formulate focus groups to obtain an assessment of citizen's perceptions goals and needs (Community survey conducted as part of this process last year). | Timeline TBD Lead & Team Members TBD Resources TBD |
| | | 6. Increase nutritional education & meal planning opportunities. | Timeline TBD Lead & Team Members TBD Resources TBD |
| | | 7. Provide chronic disease self-management classes. | Timeline TBD Lead & Team Members TBD Resources TBD |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--|--|---|--|
| Preventable & Controllable Diseases (continued) | All citizens will be empowered to make healthy lifestyle choices to prevent controllable diseases. | 8. Develop chronic disease care coordination. | Timeline TBD Lead & Team Members TBD Resources TBD |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--------------------------------|---|--|--|
| Cause/Effect of Poverty | All Madison County residents will have access to meet their life needs. | 1. Enhanced economic development activities to increase job opportunities. | Timeline January 2015 Lead & Team Members Economic Development Council County Commissioners Resources Residents of Madison County |
| | | 2. Empower individuals to become more productive citizens. | Timeline January 2014 Lead & Team Members Community Development Agencies Schools Resources Chamber of Commerce |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--|---|---|--|
| Cause/Effect of Poverty (continued) | All Madison County residents will have access to meet their life needs. | 3. Increase vocational programs in schools. | Timeline January 2015 Lead & Team Members North FL Community College (NFCC) Schools State government Resources North FL Community College (NFCC) Public School system |
| | | 4. Educate low-income & jobless citizens on career paths (“Access next”). | Timeline TBD Lead & Team Members TBD Resources TBD |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|------------------------------------|---|--|---|
| Maternal & Child Health | All women in Madison County will have access to support services. | 1. Educate women on the services & resources available in the community. | <p>Timeline January 2015</p> <p>Lead & Team Members Healthy Start Madison County Health Department School District Teen Pregnancy Group (TAP)</p> <p>Resources Nursing students Volunteer Healthcare Professionals Healthcare Providers Coding of Services</p> |
| | | 2. Provide whole child access. | <p>Timeline January 2015</p> <p>Lead & Team Members Madison County Health Department Healthy Start Media/Communication network</p> <p>Resources Faith- based community Civic organizations</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--|---|---|---|
| Maternal & Child Health (continued) | All women in Madison County will have access to support services. | 3. Decrease teen pregnancy rate by increased access to contraceptive education. | Timeline January 2015 Lead & Team Members Madison County Health Department Healthy Start School District Healthcare providers Resources Coding of services Healthcare network |
| | | 4. Improve preconception health in schools and community. | Timeline TBD Lead & Team Members TBD Resources TBD |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--------------------------------------|---|--|--|
| Effective Community Education | Madison County residents will have access to quality education. | 1. Identify providers & their roles in the community education system. | <p>Timeline January 2015</p> <p>Lead & Team Members Madison County Health Department Hospital</p> <p>Resources Healthcare network North FL Community College (NFCC) Allied Health students</p> |
| | | 2. Educate the educators. | <p>Timeline January 2015</p> <p>Lead & Team Members Area Health Education Center North Florida Community College</p> <p>Resources Nursing students North Florida Community College Madison County Health Department Area Health Education Center School Board</p> |

Madison County Community Health Project – Strategic Priorities & Goals

| Priority Issue | Goal | Strategy | Implementation |
|--|---|---|--|
| Effective Community Education (continued) | Madison County residents will have access to quality education. | 3. Increase child readiness & parent involvement. | Timeline January 2015 Lead & Team Members Healthy Start Madison County Health Department Early Learning Coalition Whole Child Resources TBD |
| | | 4. Expose information to elementary grades (“plant seeds” early). | Timeline TBD Lead & Team Members TBD Resources TBD |

SUMMARY/KEY FINDINGS



The information gathered during the Strategic Priorities & Goals workshop is an important component of the MAPP comprehensive community assessment process. These findings can be used in conjunction with the other three MAPP assessments to develop the Community Health Improvement Plan (CHIP) for implementation and evaluation within the Madison County public health system.

Nationally, the current economic climate will continue to affect the local public health system and overall community throughout Madison County and the state of Florida. Budget cuts and limited grant opportunities have led to a decrease in funding for various services, from social services to charity care, mental illness and Medicaid. With local, state, and federal budget cuts, public health systems are challenged to find creative ways of continuing services and leveraging resources through collaboration and partnership with more non-traditional partners. The *Cause/Effect of Poverty, Healthy Behaviors/Screenings, and Access to Resources* were identified as key priority health issues.

Continued unemployment and foreclosures result in a burdening of current health care and social service systems. Population growth and changing demographics also contribute to an increase in the need for services and programs. Madison County is a rural community, and as such, challenges to both access to healthcare, education, and the transportation infrastructure result. Changing demographics within Madison County and the state of Florida also present the need to address language and cultural barriers.

Safe Environment, Unintentional Injury/Death Prevention, and Effective Community Education are priority issues which impact the health of Madison County residents.

There were other forces of change noted that are reflective of many issues on the national agenda. For example, health care reform, immigration reform, regulation of medical malpractice, use and overuse of technology, and need for sustainable energy resources are issues being considered on the national level, but they would also have an impact on local and state health care and social service delivery systems. With the rise in unemployment, there is a greater need for all public health services. *Obesity, Communicable/Infectious Diseases, Preventable/Controllable Diseases, and Maternal/Child Health* are priority issues which impact and are impacted by the other health issues identified in the workshop.

Because there are 10 Priority Issues, it is recommended that those representing similar health outcomes be combined. For example, the Priority Issues of *Obesity and Preventable/Controllable Diseases* both impact *Chronic Disease* outcomes and should be combined. *Safe Environment and Unintentional Injury/Death Prevention* both represent areas of *Healthy Community* and have similar health outcomes. *Healthy Behaviors/Screenings, Maternal/Child Health and Effective Community Education* have strategies which represent community outreach and education and should be combined into a *Health Education* area. By combining “like” health outcomes for the 10 Priority Issues, the result would be:

- Chronic Disease (Obesity & Preventable/Controllable Diseases)
- Healthy Community (Safe Environment & Unintentional Injury/Death)
- Health Education (Healthy Behaviors/Screenings, Effective Community Education & Maternal/Child Health)
- Cause/Effect of Poverty
- Access to Resources

In summary, these strategic priorities and goals impact the community’s ability to implement action plans and impact (positively) the health of the Madison County

community. These strategic priorities and goals impact multiple sectors of the Madison County community and surrounding counties, and should be reviewed in conjunction with the other MAPP community health assessments.

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2013

ACTION PLAN (Program planning,
Implementation, and Evaluation)

As part of the Madison County Community Health Improvement Project, the “Mobilizing for Action through Planning and Partnerships” (MAPP) two CHIP workshops were conducted on April 11 and April 30, 2013. Twenty-five community health partners participated in these workshops and developed the Action Plans for community health improvement.

BACKGROUND

Community Health Improvement Team members met to develop the ***Community Health Improvement Plan***, which involved creating an action plan that focused on program planning, implementation, and evaluation. Two four-hour workshops were held in Chipley, Florida on April 11 and April 30, 2013. The sessions were facilitated by Quad R, LLC and session logistics were coordinated with the Florida Department of Health in Madison County. Appendices 1 and 2 contain the email invitation, agenda, and list of workshop participants for both workshops.

METHODS

There were 25 community health partners representing a diverse collection of public and private agencies in Madison County at the April 11th workshop held at Madison County Extension Office in Madison, Florida. The workshop participants were welcomed by the Madison County Health Department Administrator, Kimberly Allbritton. After participants introduced themselves and the organization they represented, the facilitator reviewed the workshop agenda, and provided each participant with a data folder which represented health information about Madison County residents. This data included:



- Florida Department of Health CHARTS – Madison County Health Status Summary (accessed March 30, 2013)
- 2013 County Health Rankings (Florida Big Bend, Florida Public Health Institute)

- Florida Legislature, Office of Economic and Demographic Research – Madison County Summary (accessed March 30, 2013)
- Madison CHARTS Pregnancy & Young Child Profile (accessed March 30, 2013)
- Madison CHARTS School-aged Child & Adolescent Profile (accessed March 30, 2013)
- 2010 Florida Behavioral Risk Factor Surveillance System (BRFSS) Data Report
- Florida Department of Law Enforcement January-December 2011 Crime in Madison County Summary
- Madison County Quick Facts, US Census Report (accessed March 30, 2013)
- Florida Youth Tobacco Survey (FYTS) 2012 – Madison County at a Glance
- Madison County: Specialty and Flavored Tobacco Trends Among Youths (Ages 11-17) from the Florida Youth Tobacco Survey (Florida Department of Health)

The facilitator reminded workshop members that the data was to serve as the foundation of the Action Plan efforts. The 10 health goals and strategies from the August 2012 **Goals & Strategies** workshop was also provided to the participants.

These 10 health issues were:

- Safe Environment
- Unintentional Injury/Death Prevention
- Access to Resources
- Obesity
- Communicable & Infectious Diseases
- Healthy Behaviors/Screenings
- Preventable & Controllable Diseases
- Cause/Effect of Poverty
- Maternal & Child Health
- Effective Community Education

After reviewing the goals and strategies, each participant self-selected into one of the 10 health issues and identified two “Do-able” activities for that health issue on the easel

chart sheets provided. The participants were reminded to review the data to determine what activities could be measured and could be accomplished by 2016 with the current resources in Madison County. The participants then reviewed each health issue and added “Do-able” activities. This work is located in Appendix 2.

The workshop participants were instructed to review the information on each health issue in conjunction with the data, and vote for the most “Do-able” activities for each health issue. Next, the participants used a multi-voting technique to prioritize the health issues. This technique allows the participants to narrow the list of health issues using the criteria of “Most Do-able” and “Most Achieve-able” within the parameters of the resources and timeline.

Five health issues emerged from this process:

- Health education and empowerment
- Healthy Lifestyles
- Unintentional Injury/Death Prevention
- Maternal & Child Health
- Obesity

The facilitator reviewed the information regarding goals and SMART (Specific, Measurable, Achievable, Realistic, and Time-bound) Objectives provided on the agenda. Workshop participants self-selected into one of the five health issues. Each team developed a goal and SMART objectives for their health issues. Workshop participants reviewed the goal and SMART objective for each health issue and provided feedback. The goals and SMART objectives were further refined by each team. The results from this first CHIP workshop can be found in Appendix 2.

The second workshop was held on April 30, 2013 at the Blue Lake Community Center. There were 22 community health partners representing a diverse collection of public and private agencies in Madison County. The workshop participants were welcomed by the Madison County Health Department Administrator, Kimberly Allbritton. After participants introduced themselves and the organization they represented, the facilitator

reviewed the workshop agenda and provided the Action Plans developed in the April 11th CHIP Workshop 1. Data folders were provided to those participants who either did not attend the April 11th workshop or did not bring their data folder. Appendix 2 contains the email invitation, agenda, and list of participants for this workshop.

Participants reviewed the five Action Plans developed in the previous workshop. The workshop members self-selected into one of the five Action Plan issues. During this process, several workgroups determined their issue area was too broad or the goals and objectives were not achievable given the limited resources of Madison County community partners. The facilitator asked the participants to review the work done thus far and select Action Plans that were the most “Do-able.” The participants determined three Action Plan issues needed to be addressed:

- Healthy Lifestyles
- Maternal & Child Health
- Obesity

The participants then focused their efforts on refining and completing the Action plan template for these three health issues. Activities were delineated for each SMART objective. Evaluation measures were identified for each activity and the final evaluation was linked back to the baseline measure for the SMART objective. In addition, the participants identified lead roles, community resources, and target date(s) for completion for each activity contained in the Action Plan.

Each Action Plan contained the following components:

- Goals and Objectives for improving Madison County Health Issues
- Performance measures with measurable and time-framed targets
- Policy changes needed to accomplish health objectives
- Designation of accountable persons and organizations for implementing strategies
- Measurable health outcomes or indicators to monitor progress

It should be noted that each team discussed whether there were policy changes required in order to accomplish the specific Objective associated with their Action Plan. The teams decided either there were no policy changes required or needed policy changes would emerge through the activities within the Action Plan and would be addressed and added to the Action Plan.

The final product is presented on the following pages.

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| Priority Issue: Healthy Lifestyles | | | | | |
|---|---|----------------------------|--------------------|------------------------|--------------------|
| Goal: Decrease the rate of Sexually Transmitted Diseases (STD's) in Madison County. | | | | | |
| Objective: Decrease Chlamydia rate in 15-19 year olds from 502.1 to 477 by September 30, 2015. | | | | | |
| Baseline Measure/Source: Chlamydia 2011 rate County 502.1, State rate 401.3 (Florida CHARTS) | | | | | |
| Strategy 1: Provide Evidence-Based youth development and life skills program to youth ages 15-19. | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 1. Form a workgroup. | <ul style="list-style-type: none"> • Workgroup • Department of Health in Madison County • Faith-Based Organization • Civic organization • Government • Parents • Youth • School Officials • College • Medical Providers • Ministers • Parent Teacher Organization | 10/30/13 | | Workgroup formed. | |
| 2. Review and revise Action Plan as needed. | Workgroup | 1/10/14 | | Action Plan finalized. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|--|--|----------------------------|--|----------------------------------|--------------------|
| 3. Establish sustainability plan. | Workgroup | 4/30/14 | | Sustainability plan established. | |
| 4. Research Evidence-Based Programs. | Workgroup | 1/10/14 | | Programs researched. | |
| 5. Establish a selection criteria to include: a. Effectiveness b. Cost c. Realistic steps | Workgroup | 1/10/14 | Completed | Selection criteria established. | |
| 6. Select the program(s) based on selection criteria. | Department of Health in Madison County | 1/10/14 | <ul style="list-style-type: none"> • Heritage Keepers • Promoting Health Among Teens (PHAT) • Making a difference | Curriculum chosen. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|---|---|----------------------------|--------------------|--|--------------------|
| <p>7. Establish program/training implementation plan to include:</p> <ol style="list-style-type: none"> a. Gather training materials b. Identify partners c. Identify participants d. Train the Trainers e. Schedule f. Location g. Date/time h. Number of meetings i. Invitations/consent forms to participants j. Incentives ((Variety-Condom safe kits “Not This One” bags/t-shirts, key chains) k. Certificates l. Feedback/Program evaluation forms/surveys. | <ul style="list-style-type: none"> • Workgroup • Department of Health in Madison County | 7/1/14 | | Program implementation plan established. | |
| <p>8. Implement trainings/programs.</p> | <ul style="list-style-type: none"> • Workgroup • Department of Health in Madison County | 7/1/14 | | Trainings/programs implemented. Obtain participant data. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|---------------------------------------|---|----------------------------|--------------------|--|--------------------|
| 9. Gather feedback from participants. | <ul style="list-style-type: none"> • Participants • Workgroup | 7/1/15 | | Feedback/program evaluation forms/surveys completed. Data analyzed/summarized. | |
| 10. Evaluate and compare to baseline. | Workgroup | 9/30/15 | | Decreased Chlamydia rate in 15-19 year olds from 502.1 to 477. | |

| Priority Issue: Healthy Lifestyles | | | | | |
|--|---|-----------------------------------|---------------------------|---------------------------|---------------------------|
| Goal: Decrease the rate of STD's in Madison County. | | | | | |
| Objective: Decrease Chlamydia rate in 15-19 year olds from 502.1 to 477 by September 30, 2015. | | | | | |
| Baseline Measure/Source: Chlamydia 2011 rate County 502.1, State rate 401.3. (Florida CHARTS) | | | | | |
| Strategy 2: Provide evidence-based program for adults to learn how to support children making positive decisions. | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 1. Form a workgroup. | <ul style="list-style-type: none"> • Department of Health in Madison • Workgroup • Faith-Based Organization • Parent • Faith Leaders • Civic Organization | 10/30/13 | | Workgroup formed. | |
| 2. Review and revise Action Plan as needed. | Workgroup | 1/10/14 | | Action Plan finalized. | |
| 3. Research available Evidence-Based Programs. | Workgroup | 1/10/14 | | Research completed. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|---|---------------------------------|----------------------------|--------------------|--|--------------------|
| 4. Establish selection criteria for program to include: a. Cost b. Impact/effectiveness | Workgroup | 1/10/14 | | Selection criteria established. | |
| 5. Select program based on selection criteria. | Workgroup | 1/10/14 | | Program selected. | |
| 6. Modify program to “fit” Madison County, as needed. | Workgroup | 3/31/14 | | Program modified. | |
| 7. Train presenters. | Workgroup | 3/31/14 | | Training certificates. | |
| 8. Prepare community presentation. | Workgroup | 3/31/14 | | Presentation prepared. | |
| 9. Conduct presentation with host sites – churches, community groups. | Workgroup | 4/30/14 | | <ul style="list-style-type: none"> • Presentation conducted. • Obtain data on location, date/time, participants. | |
| 10. Develop marketing campaign. | Workgroup | 5/31/14 | | Marketing campaign developed. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|--|---------------------------------|----------------------------|--------------------|---|--------------------|
| 11. Implement marketing campaign. | Workgroup | 5/31/14 | | Marketing campaign implemented. | |
| 12. Establish program logistics to include: a. Location b. Date/time c. Invitations d. Incentives e. Feedback/Program evaluation forms/surveys. | Workgroup | 5/31/14 | | Program logistics established. | |
| 13. Implement program/conduct training. | Workgroup | 7/31/14 | | <ul style="list-style-type: none"> • Program conducted. Obtain participant data. • Obtain program evaluation surveys from participants. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|---------------------------------------|---------------------------------|----------------------------|--------------------|--|--------------------|
| 14. Evaluate trainings. | Workgroup | 9/30/14 | | Analyzed & summarized data from participant survey. | |
| 15. Evaluate and compare to baseline. | Workgroup | 9/30/15 | | Decreased Chlamydia rate in 15-19 year olds from 502.1 to 477. | |

| Priority Issue: Maternal & Child Health | | | | | |
|---|--|----------------------------|--------------------|--|--------------------|
| Goal: Improve the Health of Women and Children in Madison County. | | | | | |
| Objective: Reduce obesity rate by 3% in women of child bearing age (ages 13-44) from 30.7% to 27.7% by September 30, 2016. | | | | | |
| Baseline Measure/Source: 30.7 Madison County, 19.9 State Florida CHARTS | | | | | |
| Strategy: Educate women (ages 13-44) about benefits of healthy living while pregnant and past delivery. | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 1. Form a committee. | <ul style="list-style-type: none"> • HSC • HMT • Department of Health in Madison County | 8/31/13 | | Committee formed. | |
| 2. Review and revise Action Plan as needed. | Committee | | | Action Plan finalized. | |
| 3. Raise awareness of relationship between breastfeeding and lowering weight. | Committee | 10/1/14 | | | |
| 4. Promote Obesity and Breastfeeding campaigns at all Community Health Fairs. | Department of Health in Madison County | Annually through 9/30/16 | | Number of public events attended. Annually tracking of attendance of community at events. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|---|--|----------------------------|--------------------|---|--------------------|
| 5. Provide “Raising the Bar” education (<i>Eating/Healthy Lifestyle</i> exercise by body mass index reduction for pre-teens and teens 10-13) to children as a prevention strategy. a. Utilize current educational campaign being provided by HSC JMT staff. | <ul style="list-style-type: none"> • HSC • JMT | 12/31/13 | | Track percent of children who receive education. Track weight results. | |
| 6. Evaluate against Baseline. | <ul style="list-style-type: none"> • HSC • JMT | 9/30/16 | | Reduced obesity rate by 3% in women of child bearing age (13-44) from 30.7% to 27.7%. | |

| Priority Issue: Madison County Health | | | | | |
|--|--|----------------------------|--------------------|-----------------------------------|--------------------|
| Goal: Improve the health of women and children in Madison County. | | | | | |
| Objective: Increase the number of minority women who initiate breastfeeding from 46.3% to at least 49.3% by September 30, 2016. | | | | | |
| Baseline Measure/Source: 46.3 Madison County, 1.8 State Florida CHARTS | | | | | |
| Strategy: Improve awareness of lactation consultant availability within community. | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 1. Form committee/workgroup. | <ul style="list-style-type: none"> • HSC • JMT | 08/31/13 | | Committee formed. | |
| 2. Review Action Plan and revise as needed. | Committee | | | Action Plan finalized. | |
| Develop Madison County campaign to increase breastfeeding | Committee | TBD | | | |
| 3. Establish promotional campaign. | Committee | TBD | | Promotional campaign established. | |
| 4. Implement promotional campaign. | Committee | TBD | | Promotional campaign implemented. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|---|---------------------------------|----------------------------|--------------------|--|--------------------|
| 5. Establish a breastfeeding support group open to pregnant women and breastfeeding moms. a. Hire lactation consultant. b. Market group in community, doctrine, providers, WIC, etc., home setting. c. Identify schedule and location. | Committee | 01/01/14 | | <ul style="list-style-type: none"> • Support group established. • Location consultant hired. • Program marketed in community. | |
| 6. Implement support group. | Committee | 3/30/14 | | Support group implement (record location/date of meetings and number of women participating in each meeting). | |
| 7. Evaluate against Baseline. | | 09/30/16 | | Number of minority women who initiated breastfeeding increased from 46.3% to at least 49.3%. | |

| Priority Issue: Obesity | | | | | |
|--|--|-----------------------------------|---------------------------|---|---------------------------|
| Goal: Decrease the rate of obesity in Madison County. | | | | | |
| Objective 1: Increase the percentage of healthy weight adults from 32.3% to 33.3% by August 31, 2015. | | | | | |
| Baseline Measure/Source: 67.8 % of adults reported being overweight or obese. (Florida CHARTS BRFSS 2010) | | | | | |
| Strategy 1: Improve/refurbish existing physical activity/recreational locations.. | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 1. Form a committee. | Department of Health in Madison County | 7/30/13 | | Committee formed. | |
| 2. Review and revise action plan as needed. | Committee | 7/30/13 | | Action Plan finalized. | |
| 3. Develop assessment tool to assess physical activity/recreational locations. | Committee | 8/30/13 | | Assessment tool developed. | |
| 4. Assess physical activity/recreational activities. | Committee | 9/27/13 | | Physical activity/recreational activities assessed. | |
| 5. Analyze & summarize results. | Committee | 10/4/13 | | Results summarized. | |
| 6. Write one-page document highlighting the needs of Madison County relative to locations needing refurbishing. | Committee | 10/4/13 | | Document written. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|--|---------------------------------|----------------------------|--------------------|---|--------------------|
| 7. Prepare presentation. | Committee | 10/18/13 | | Presentation prepared. | |
| 8. Present to community, Board of County Commissioners, and City Council. | Committee | 11/29/13 | | Presentation completed. Obtain data on date/time, location, and participants. | |
| 9. Research grants opportunities to provide funding to refurbish locations. | Committee | 1/10/14 | | Research completed. | |
| 10. Write grant applications. | Committee | tbd | | Applications submitted. | |
| 11. Establish implementation plan for refurbishing locations. | Committee | tbd | | Implementation plan established. | |
| 12. Implement plan for refurbishing locations. | Committee | tbd | | Locations refurbished. | |
| 13. Develop "Kickoff Campaign" for newly refurbished locations to include: a. Date/time b. Special invitees/guests c. Community media campaign d. Flyers/newspaper article e. Incentives f. Measure(s) of success. | Committee | tbd | | "Kickoff Campaign" developed. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|---------------------------------------|---------------------------------|----------------------------|--------------------|--|--------------------|
| 14. Implement “Kickoff Campaign.” | Committee | tbd | | “Kickoff Campaign” implemented. | |
| 15. Evaluate and compare to baseline. | Committee | 8/31/15 | | Percentage of healthy weight adults increased from 32.3% to 33.3%. | |

| Priority Issue: Obesity | | | | | |
|--|--|-----------------------------------|---------------------------|---|---------------------------|
| Goal: Decrease the rate of Obesity in Madison County. | | | | | |
| Objective 1: Increase percentage of healthy weight adults from 32.3% to 33.3% by August 31, 2015. | | | | | |
| Baseline Measure/Source: 67.8 % of adults reported being overweight or obese. (Florida CHARTS BRFSS 2010) | | | | | |
| Strategy 2: Promote the use of evidence-based clinical guidelines to assess overweight and obesity. | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 1. Form committee | Department of Health in Madison County | 9/6/13 | | Committee formed. | |
| 2. Review and revise Action Plan as needed. | Committee | 9/7/13 | | Action Plan finalized. | |
| 3. Identify local healthcare providers. | Committee | 9/13/13 | | Local healthcare providers identified. | |
| 4. Develop tool for assessing what providers do with regards to BMI, nutrition, and physical activity counseling. | Committee | 10/14/13 | | Assessment tool developed. | |
| 5. Assess local healthcare providers' practices using assessment tool by noting what currently are doing and what not doing. | Committee | 12/20/13 | | Assessment of local healthcare providers completed. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|--|---------------------------------|----------------------------|--------------------|---|--------------------|
| 6. Develop Healthy Lifestyle Campaign for physicians to include: <ul style="list-style-type: none"> a. Information packets b. Brochures c. Assessment tool for BMI, nutrition, and physical activity counseling | Committee | 3/21/14 | | Healthy Lifestyle Campaign materials developed. | |
| 7. Provide Healthy Lifestyle Campaign to healthcare providers. | Committee | 3/28/14 | | Healthy Lifestyle Campaign implemented. | |
| 8. Re-assess local healthcare providers' practices using assessment tool by noting what currently doing and what not doing. | Committee | 8/29/14 1/30/15 | | Assessment of local healthcare providers completed. | |
| 9. Summarize findings and compare to data in item 4 above. | Committee | 10/24/13 | | Findings summarized and compared to initial assessment. | |
| 10. Evaluate and compare to baseline. | Committee | 8/31/15 | | Percentage of adults who are at a healthy weight from 32.3 to 33.3. | |

| Priority Issue: Obesity | | | | | |
|--|---|-----------------------------------|---------------------------|---------------------------|---------------------------|
| Goal: Decrease the rate of Obesity in Madison County. | | | | | |
| Objective 1: Increase percentage of healthy weight adults from 32.3% to 33.3% by August 2015. | | | | | |
| Baseline Measure/Source: 67.8 % of adults reported being overweight or obese. (Florida CHARTS BRFSS 2010) | | | | | |
| Strategy 3: Establish a community garden in the city of Madison or Greenville. | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 1. Form committee. | <ul style="list-style-type: none"> • Farmer's co/op • Future farmers of America (FFA) • Florida Department of Health in Madison County • NFCC • Local Farmers • City/County staff • Extension office | 9/1/13 | | Committee formed. | |
| 2. Review and revise Action Plan as needed. | Committee | 9/27/13 | | Action Plan finalized. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|---|---------------------------------|----------------------------|--------------------|---|--------------------|
| 3. Develop plan to mobilize community support to include: <ul style="list-style-type: none"> a. Champion to move project along b. Presentation for community groups c. Potential location(s) d. Funding/resources required. e. Community campaign/marketing f. Outreach booth at local events presentation at Kiwanis, etc. | Committee | 12/1/13 | | Plan developed. | |
| 4. Present plan for Board of County Commissioners and City Councils with specifics. | Committee | 3/28/14 | | Plan presented. | |
| 5. Obtain County approval to include location. | Committee | TBD | | County approval obtained. Location determined. | |
| 6. Contact FAMU (Dr. Taylor) to provide technical assistance in developing community garden. | Committee | 4/25/14 | | FAMU contacted. Technical assistance obtained. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|---|---------------------------------|----------------------------|--------------------|--|--------------------|
| 7. Develop implementation plan to include: a. Money IFA's (research Baker County school gardens project) b. Design layout of garden to include watering c. Secure materials needed to build garden d. Solicit community participation and volunteers to build e. Establish garden by-laws and rules f. Survey instrument for volunteers/participants. | Committee | 5/2/14 | | Implementation plan developed. | |
| 8. Implement plan. | Committee | Summer 2014 | | Community garden plan implemented. | |
| 9. Analyze & summarize data from volunteer/participant survey. | Committee | Fall 2014 | | Data analyzed & summarized. | |
| 10. Evaluate and compare to baseline. | Committee | 8/31/15 | | Percentage of adults who are at a healthy weight from 30.5 to 32.5 | |

| Priority Issue: Obesity | | | | | |
|---|---|-----------------------------------|---------------------------|---------------------------|---------------------------|
| Goal: Decrease rate of obesity in Madison County. | | | | | |
| Objective 2: Decrease percentage of middle school students with a body mass index (BMI) at or above 95% from 15.9% to 14.0% by August 31, 2015 | | | | | |
| Baseline Measure/Source: 15.9 % of middle school students reporting BMI at or above 95 th percentile (Florida Youth Tobacco Survey 2012 – FYTS) | | | | | |
| Strategy 1: Establish participation in physical education a priority for middle school students. | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 1. Form committee. | <ul style="list-style-type: none"> • School Super/Board • Parent Teacher Organization • Central School staff | 7/31/13 | | Committee formed. | |
| 2. Review and revise action plan as needed. | Committee | 7/31/13 | | Action Plan finalized. | |
| 3. Research barriers in curriculum that allow opting out of physical activity among middle school students. | Committee | 8/30/13 | | Research completed. | |
| 4. Research Evidence-Based Programs in other middle schools. | Committee | 8/30/13 | | Research completed. | |

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|--|---------------------------------|----------------------------|--------------------|-------------------------|--------------------|
| 5. Develop Physical Education plan for implementation in Madison County middle school to include: a. Cost/Funding b. Resources c. Timeline d. Training | Committee | 10/30/13 | | Plan developed. | |
| 6. Develop presentation on Physical Education plan to include: a. Barriers b. Evidence-based programs c. Implementation plan. | Committee | 10/30/13 | | Presentation developed. | |
| 7. Deliver presentation. | Committee | 10/20/13 | | Presentation delivered. | |
| 8. Obtain approval to implement plan in middle school to include: a. Decision making on future school curriculum b. Pending permission/cooperation should result in less | Committee | TBD | | Approval obtained. | |

| students opting out of physical education | | | | | |
|---|---------------------------------|----------------------------|--------------------|--|--------------------|
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 9. Implement plan. | Committee | TBD | | Plan implemented. | |
| 10. Evaluate and compare to baseline. | Committee | 8/31/15 | | Percentage of middle school students with a body mass index (BMI) at or above decreased 95% from 15.9% to 14.0%. | |

| Priority Issue: Obesity | | | | | |
|--|---|-----------------------------------|---------------------------|---------------------------|---------------------------|
| Goal: Decrease rate of Obesity in Madison County. | | | | | |
| Objective 2: Decrease percentage of middle school students with a body mass index (BMI) at or above 95% from 15.9% to 14.0% by 8/31/2015. | | | | | |
| Baseline Measure/Source: 15.9 % of middle school students reporting BMI at or above 95 th percentile. (Florida Youth Tobacco Survey 2012 – FYTS) | | | | | |
| Strategy 2: Increase physical activity opportunities for middle school students at Madison Central. | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 1. Form committee. | <ul style="list-style-type: none"> • Florida Department of Health in Madison County • School Board staff • Central School staff • County Recreation • School Health • Department of Agriculture • Boys and Girls Club • Culpepper | 7/31/13 | | Committee formed. | |

| | P.A. <ul style="list-style-type: none"> • Bobby Hutching • Committee | | | | |
|---|---|-----------------------------------|---------------------------|--|---------------------------|
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 2. Review and revise Action Plan as needed. | Committee | 7/31/13 | | Action Plan finalized. | |
| 3. Develop physical activity assessment tool. | Committee | 8/16/13 | | Physical activity assessment tool developed. | |
| 4. Assess physical activity opportunities for middle school youth during and after school. | Committee | 8/23/13 | | Physical activity opportunities assessed using tool. | |
| 5. Research Evidence-Based Physical Activity Programs with middle school students. | Committee | 10/30/13 | | Research completed. | |
| 6. Research funding opportunities to enhance physical education, after school, and "zero period" options. | Committee | 10/30/13 | | Research completed. | |
| 7. Develop selection criteria for program/opportunities to implement in during and middle school. | Committee | 10/30/13 | | Selection criteria developed. | |

| | | | | | |
|---|-----------|----------|--|---------------------------------|--|
| 8. Select program/opportunities using selection criteria. | Committee | 10/30/13 | | Program/opportunities selected. | |
|---|-----------|----------|--|---------------------------------|--|

| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
|---|---------------------------------|----------------------------|--------------------|--------------------------------|--------------------|
| 9. Develop implementation plan for program/opportunities to include: a. Cost b. Resources c. Location d. Time/date e. Training f. Marketing g. Survey tool for participants. | Committee | 4/30/14 | | Implementation plan developed. | |
| 10. Write funding applications. | Committee | 4/30/14 | | Submit funding applications. | |
| 11. Develop presentation with funding/program opportunities and information on incorporating physical activity into youth lifestyles. | Committee | 4/30/14 | | Presentation developed. | |
| 12. Present to School Board, Madison Central staff. | Committee | 4/30/14 | | Presentation | |

| | | | | delivered. Obtain data on location, date/time, and participants. | |
|---------------------------------------|--|-----------------------------------|---------------------------|--|---------------------------|
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| 13. Revise implementation, as needed. | Committee | 4/30/14 | | Implementation Plan revised. | |
| 14. Implement plan. | Committee | 10/30/14 | | Plan implemented. | |
| 15. Evaluate and compare to baseline. | Committee | 10/30/15 | | Percentage of middle school students with a body mass index (BMI) at or above decreased 95% from 15.9% to 14.0%. | |

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ACTION PLAN LINKAGES

The Community Health Improvement Project planning is a long-term, systematic effort that addresses health problems on the basis of the results of community health assessment activities. This process follows the guidelines of the Mobilizing for Action through Planning and Partnerships (MAPP) model. MAPP was developed by the National Association of County and City Health Officials (NACCHO), in collaboration with the Centers for Disease Control and Prevention (CDC). MAPP provides a framework to create and implement a community health improvement plan that focuses on long-term strategies that address multiple factors that affect health in a community.

The Madison County CHIP identifies the priorities, goals, objectives, and strategies for the public health system within Madison County. Through the integrated efforts of the health department and community partners, the desired health outcomes can be addressed in a systematic and accountable manner.

This CHIP plan provides a framework to promote greater collaboration across the organization and with external community partners, supports a comprehensive approach to public health service delivery within the 10 Essential Services of Public Health, and provides leverage to address the needs of Madison County residents and the larger Florida Department of Health community.

Using the NACCHO model for strategic planning, this CHIP plan can be integrated with the Florida Department of Health in Madison County Strategic Plan, and is informed by the Community Health Assessment. The CHIP plan can serve as the guiding force for the health department's activities and direction for the next five years, as well as coordinate community health partners' efforts within the three health issue areas. The strategies and activities identified in this plan are specific standards for achievement designed to evaluate and measure success and impact.



The CHIP plan is aligned with the following:

- **Florida Department of Health’s State Health Improvement Plan 2012-2015**

Representing the plan for the Florida public health system, this document enables the network of state and local health partners to target and integrate health improvement efforts.

http://www.doh.state.fl.us/Planning_eval/Strategic_Planning/SHIP/FloridaSHIP2012-2015.pdf

- **Healthy People 2020**

This U.S. Department of Health and Human Services program provides 10-year objectives for improving the health of all U.S. residents.

<http://www.healthypeople.gov/2020/Consortium/HP2020Framework.pdf>

- **National Prevention and Health Strategies 2011**

Developed by the National Prevention Council at the U.S. Department of Health and Human Services, Office of the Surgeon General, 2011, these strategies aim to guide the nation in the most effective and achievable means for improving health and well-being.

<http://www.surgeongeneral.gov/initiatives/prevention/index.html>

The tables on the following pages identify the linkages between the Madison County CHIP and each of the above referenced plans.

| Alignment | | | | | |
|--|---------------------------------------|---|--|--|--|
| Madison County CHIP | Florida State Health Improvement Plan | | Healthy People 2020 | | National Prevention Strategies |
| | Health Protection | | | | |
| <p>Goal: Decrease the rate of Sexually Transmitted Diseases in Madison County.</p> <p>Objective: Decrease Chlamydia rate in 15-19 year olds from 502.1 to 477 by September 30, 2015.</p> <p>Strategy 1: Provide Evidence-Based youth development and life skills program to youth ages 15-19.</p> <p>Strategy 2: Provide evidence-based program for adults to learn how to support children making positive decisions.</p> | Goal HP1 | Prevent and control infectious disease. | IID-28 | Increase the proportion of adolescents and adults who have been tested for HIV in the past 12 months. | Promote and disseminate national screening recommendations for HIV and other STIs. |
| | | | | Support states, tribes, and communities to implement evidence-based sexual health education. | |
| | | | (Developmental) Increase the proportion of persons who have been tested for hepatitis B virus within minority communities experiencing health disparities. | Promote and disseminate best practices and tools to reduce behavioral risk factors (e.g., sexual violence, alcohol and other drug use) that contribute to high rates of HIV/STIs and teen pregnancy. | |
| | | | | Promote and disseminate national screening recommendations for HIV and other STIs. | |
| | | | STD-2 | (Developmental) Reduce Chlamydia rates among females aged 15 to 44 years. | Promote and disseminate national screening recommendations for HIV and other STIs. |

| Alignment | | | | | |
|---|---------------------------------------|--|---|--|--|
| Madison County CHIP | Florida State Health Improvement Plan | | Healthy People 2020 | | National Prevention Strategies |
| | Chronic Disease Prevention | | | | |
| <p>Goal: Decrease the rate of obesity in Madison County. Objective 1: Increase the percentage of healthy weight adults from 32.3% to 33.3% by August 31, 2015. Strategy 1: Improve/refurbish existing physical activity/recreational locations. Strategy 2: Promote the use of evidence-based clinical guidelines to assess overweight and obesity. Strategy 3: Establish a community garden in the city of Madison or Greenville.</p> | Goal CD1 | Increase the percentage of adults and children who are a healthy weight. | Nutrition and Weight Status Goal | Promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights. | Support research and programs that help people make healthy choices (e.g., understand how choices should be presented). |
| | Goal CD2 | Increase access to resources that promote healthy behaviors. | Educational and Community-based Programs Goal | Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life. | <p>Provide tools, guidance, and best practices to promote positive early childhood and youth development and prevent child abuse.</p> <p>Support coordinated, comprehensive, and multicomponent programs and policies to encourage physical activity and physical education, especially in schools and early learning centers.</p> <p>Identify and address barriers to the dissemination and use of reliable health information.</p> |

| Alignment | | | | | |
|--|---------------------------------------|--|---|--|---|
| Madison County CHIP | Florida State Health Improvement Plan | | Healthy People 2020 | | National Prevention Strategies |
| | Chronic Disease Prevention | | | | |
| <p>Goal: Decrease the rate of obesity in Madison County. Objective 2: Decrease percentage of middle school students with a body mass index (BMI) at or above 95% from 15.9% to 14.0% by August 31, 2015. Strategy 1: Establish participation in physical education a priority for middle school students. Strategy 2: Increase physical activity opportunities for middle school students at Madison Central.</p> | Goal CD1 | Increase the percentage of adults and children who are a healthy weight. | Nutrition and Weight Status Goal | Promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights. | Support research and programs that help people make healthy choices (e.g., understand how choices should be presented). |
| | Goal CD2 | Increase access to resources that promote healthy behaviors. | Educational and Community-based Programs Goal | Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life. | Provide tools, guidance, and best practices to promote positive early childhood and youth development and prevent child abuse. |
| | | | | | Support coordinated, comprehensive, and multicomponent programs and policies to encourage physical activity and physical education, especially in schools and early learning centers. Identify and address barriers to the dissemination and use of reliable health information. |

| Alignment | | | | | |
|---|---------------------------------------|---|---|---|--|
| Madison County CHIP | Florida State Health Improvement Plan | | Healthy People 2020 | | National Prevention Strategies |
| | Community | | | | |
| <p>Goal: Decrease the rate of obesity in Madison County.</p> <p>Objective 1: Increase the percentage of healthy weight adults from 32.3% to 33.3% by August 31, 2015.</p> <p>Strategy 1: Improve/refurbish existing physical activity/recreational locations.</p> <p>Strategy 2: Promote the use of evidence-based clinical guidelines to assess overweight and obesity.</p> <p>Strategy 3: Establish a community garden in the city of Madison or Greenville.</p> | Goal CR1 | Integrate planning and assessment processes to maximize partnerships and expertise of a community in accomplishing its goals. | Environmental Health Goal | Promote health for all through a healthy environment. | Support adoption of active living principles in community design, such as mixed land use, compact design, and inclusion of safe and accessible parks and green space. |
| | | | Educational and Community-based Programs Goal | Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance | Support and expand cross-sector activities to enhance access to high-quality education, jobs, economic opportunity, and opportunities for healthy living (e.g., access to parks, grocery stores, and safe neighborhoods). |
| | Goal CR2 | Build and revitalize communities so people can live healthy lives. | Social Determinants Goal | Create social and physical environments that promote good health for all. | Enhance capacity of state, tribal, local, and territorial governments to create healthy, livable, and sustainable communities (e.g., increase access to healthy food and opportunities for physical activity, revitalize brownfields, enhance alternative transportation options, and develop green facilities and buildings). |

| Alignment | | | | | |
|---|--|--|--------------------------|---|--|
| Madison County CHIP | Florida State Health Improvement Plan | | Healthy People 2020 | | National Prevention Strategies |
| | Community Redevelopment and Partnerships | | | | |
| <p>Goal: Decrease the rate of obesity in Madison County.</p> <p>Objective 1: Increase the percentage of healthy weight adults from 32.3% to 33.3% by August 31, 2015.</p> <p>Strategy 1: Improve/refurbish existing physical activity/recreational locations.</p> <p>Strategy 2: Promote the use of evidence-based clinical guidelines to assess overweight and obesity.</p> <p>Strategy 3: Establish a community garden in the city of Madison or Greenville.</p> | Goal CR2 | Build and revitalize communities so people can live healthy lives. | Social Determinants Goal | Create social and physical environments that promote good health for all. | Enhance capacity of state, tribal, local, and territorial governments to create healthy, livable, and sustainable communities (e.g., increase access to healthy food and opportunities for physical activity, revitalize brownfields, enhance alternative transportation options, and develop green facilities and buildings). |

| Alignment | | | | | |
|---|--|---|---|--|---|
| Madison County CHIP | Florida State Health Improvement Plan | | Healthy People 2020 | | National Prevention Strategies |
| | Community Redevelopment and Partnerships | | | | |
| <p>Goal: Decrease the rate of Sexually Transmitted Diseases in Madison County.</p> <p>Goal: Decrease the rate of obesity in Madison County.</p> <p>Goal: Improve the health of women and children in Madison County.</p> | Goal CR3 | Provide equal access to culturally and linguistically competent care. | Educational and Community-based Programs Goal | Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life. | Increase availability and use of prevention research to identify effective environmental, policy, and systems that reduce chronic diseases, promote safety, and eliminate health disparities. |
| | | | | | Identify and map high-need areas that experience health disparities and align existing resources to meet these needs. |
| | | | | | Increase dissemination and use of evidence-based health literacy practices and interventions. |

| Alignment | | | | | |
|---|---------------------------------------|---|---|--|---|
| Madison County CHIP | Florida State Health Improvement Plan | | Healthy People 2020 | | National Prevention Strategies |
| | Access to Care | | Access to Health Services | | |
| <p>Goal: Improve the health of women and children in Madison County.</p> <p>Objective 1: Reduce obesity rate by 3% in women of child bearing age (ages 13-44) from 30.7% to 27.7% by September 30, 2016. Strategy: Educate women (ages 13-44) about benefits of healthy living while pregnant and past delivery.</p> <p>Objective 2: Increase the number of minority women who initiate breastfeeding from 46.3% to at least 49.3% by September 30, 2016. Strategy: Improve awareness of lactation consultant availability within community.</p> | Goal AC5 | Reduce maternal and infant morbidity and mortality. | Maternal, Infant, and Child Health Goal | Improve the health and well-being of women, infants, children, and families. | Support breastfeeding, including implementing the breastfeeding provisions in the Affordable Care Act. |
| | | | | | Research and disseminate ways to effectively prevent premature birth, birth defects, and Sudden Infant Death Syndrome (SIDS). |
| | | | | | Increase access to comprehensive preconception and prenatal care, especially for low-income and at-risk women. |

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Community Health Improvement Plan: Next Steps

Community Health Improvement Plans (CHIPs) are detailed work plans that guide communities through their action steps in order to address priorities that have been defined in the community health profile through community input and review of local health data.

The Madison County Community Health Improvement Team developed three action plans for the key health issues of *Injury and Violence, Diabetes and Obesity, and Teen Pregnancy*.

These action plans:

- Provide a framework for planning the work needed to achieve the objectives;
- Provide justification as to why funds are needed and how they will be used, imparting credibility to the organization or agency;
- Provide a guide for accomplishing the work within the giving time period; and
- Communicate specific action-oriented approaches and measures for impact which can be shared with all interested parties.



The Madison County Community Health Improvement Committee will work with other community health partners to implement and evaluate each action plan activity for success and impact. Implementation of the action plans will ultimately strengthen the public health infrastructure, enhance the planning, research and development of community health partnerships, and promote and support the health, well-being, and quality of life of Madison County residents. It is recommended that the Community Health Improvement Committee review the implementation on an annual basis to update the information and to continually, and collaboratively, improve the health of Madison County.

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APPENDICES

Appendix 1: Goals & Strategies Workshop– August 17, 2012

Email to workshop participants

From: Castagna, Nicolette T

Sent: Wednesday, August 01, 2012 1:35 PM

Subject: Save the Date! Community Health Improvement Planning Session

Importance: High

| | |
|--|--|
| <p>MADISON COUNTY HEALTH DEPARTMENT</p>  <p>218 S.W. Third Avenue Madison, Florida 32340</p> <p>Save The Date</p> <p>RSVP to: Nicolette Castagna Phone: (850) 342-0171, ext. 205 Email: Nicolette_Castagna@doh.state.fl.us</p> | <p>COMMUNITY HEALTH IMPROVEMENT PLANNING SESSION</p> <p>Meeting Purpose:</p> <p>To identify main health priorities which impact Madison County residents. Using Community Health Assessment data, key issues will be brought forward to use for strategic planning and priority goal setting which will pave the way for community health improvement. A working lunch provided.</p> <p>DATE: Friday, August 17, 2012 TIME: 10:00 am – 2:00 pm LOCATION: Honey Lake Plantation 1290 Honey Lake Road Greenville, Florida 32331</p> |
|--|--|

Workshop participants

Madison County Community Health Improvement Project - Strategic Priorities with Goal Statements & Strategies August 18, 2012 Sign-In Sheet

| Name/Title | Organization |
|---|--|
| 1. Preston Matthews | Big Bend AHEC |
| 2. Tim Bennett (Left Early) | City of Madison |
| 3. Carla E. Hall | CHS |
| 4. Gail Dunmyer | CRMC |
| 5. Wilkerson Philip | Healthcare Workforce |
| 6. Lynn Elliott | Healthy Start Coalition of JMT, Inc. |
| 7. Michael Curtis | Healthy Start-Whole Child |
| 8. Jana Grubbs | Healthy Ways |
| 9. Emily Mathews | Concerned Citizen |
| 10. Allen Cherry | Madison County |
| 11. Kimberly Allbritton | Madison County Health Department |
| 12. Cindy Brown | Madison County Health Department |
| 13. Nicolette Castagna | Madison County Health Department |
| 14. Matthew Evers | Madison County Health Department |
| 15. Adrian Kinsey | Youth Initiative |
| 16. Merv Mattair | Boys to Kings |
| 17. Karen Pennington – Human Service Counselor | Madison County Health Department |
| 18. Tammy Stevens | MCMH |
| 19. Craig Wilson | Madison County Health Department |
| 20. Kathy Fields | North Florida Community College |
| 21. Julie Townsend – Allied Health | North Florida Community College |
| 22. Amy Stenberg | Tallahassee Memorial Healthcare |
| 23. Jeff Anderson | Tri-County Family Health (North Florida Medical Center) |

Agenda



Madison County Community Health Improvement Project: *Strategic Priorities with Goal Statements & Strategies*

August 17, 2012 Agenda

August 17, Friday – 10:00am-2:00pm
Honey Lake Plantation
1290 NW Honey Lake Road
Greenville, FL 32331

10:00am - 10:15am

**Introductions
Workshop Logistics Review**

10:15am – 11:00am

Workgroup Assignments

Participants will review:

- *Madison County Health Profile Executive Summary*
- *U.S. Census Quick Facts*
- *Florida Department of Health CHARTS Summary*
- Each participants will:
 - Identify key health issues

11:00am – 11:30am

Strategic Planning

- Participants will be assigned to workgroups to:
 - Identify Health Resources - Identify all resources for achieving a Healthy Madison County (e.g., community groups, policies, funding, state/federal partners, etc.)
 - Identify Health Challenges – Identify “*What gets in the way of achieving a Healthy Madison County?*” (e.g., insufficient resources, lack of community support, legal or policy impediments, or technological difficulties)
 - Group Key Health Issues into common categories

| | |
|--------------------------|--|
| 11:30am - 11:45am | Workgroup Review |
| | <ul style="list-style-type: none"> • Each workgroup will review and revise the work of the other groups |
| 11:45am – 12:00pm | Break – Working Lunch |
| 12:00pm – 12:30pm | Strategic Planning (continued) |
| | <ul style="list-style-type: none"> • Individuals will self-assign into an “Issue” workgroup • Each workgroup will identify a <i>GOAL</i> statement for their issue(s) • Each workgroup will identify <i>STRATEGIES</i> to accomplish that <i>GOAL</i> |
| 12:30pm – 12:45pm | Workgroup Round-Robin Review |
| | <ul style="list-style-type: none"> • Workgroups will review results of other workgroups & provide feedback |
| 12:45pm – 1:30pm | Strategic Planning (continued) |
| | <ul style="list-style-type: none"> • Workgroups will fine tune their <i>GOAL</i> statement and <i>STRATEGIES</i> • Workgroups will complete the Priorities/Strategies Plan |
| 1:30pm-1:45pm | Workgroup Round-Robin Review |
| | <ul style="list-style-type: none"> • Workgroups will review results of other workgroups & provide feedback |
| 1:45pm-2:00pm | Workshop Summary & Next Steps |

KEY TERMS: Goals and strategies provide a connection between the current reality (what the public health system and the community's health looks like now) and the vision (what the public health system and community's health will look like in the future).

Goals

- Broad, long-term aims that define the desired result associated with identified strategic issues.
- Set a common direction and understanding of the anticipated end result.

Example:

Strategic issue: How can the public health community ensure access to population-based and personal health care services?

Goal: All persons living in our community will have access to affordable quality health care.

Strategies

- Patterns of action, decisions, and policies that guide a local public health system toward a vision or goal.
- Broad statements that set a direction & communicate how the community will move in that direction.
- Lead to coordinated action by addressing the complexity of seemingly complicated problems, in providing a focus for future action.
- Emphasize action which serves a critical role in linking planning to implementation.

Example:

Strategic issue: How can the public health community ensure access to population-based and personal health care services?

Goal: All persons living in our community will have access to high-quality, affordable health care.

Strategies:

1. Establish a community ombudsman program for city and private services.
2. Strengthen coordination among local public health system partners to eliminate gaps in service and improve referral mechanisms among providers (i.e., between mental health and primary care).
3. Increase awareness of available services through the development of an online directory of area public health and health care organizations.
4. Develop the capacity to provide culturally and linguistically appropriate services.
5. Increase education and outreach efforts so that all residents are aware of the population-based and personal health care services available in the community.

For more information:

http://www.doh.state.fl.us/compass/Resources/FieldGuide/2008_Version/6Goals.pdf

Workshop Summary Notes

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| Priority Issue: Crime |
| Goal: Madison County will have a safe environment and be crime free. |
| Strategies: <ul style="list-style-type: none"> • Promote crime stoppers • Organize neighborhood watch programs • Empowerment to vulnerable populations • Improve access to mental health resources |
| Notes: <ul style="list-style-type: none"> • Crime • Criminal homicide • Violent crime rate • Unsafe environment • Aggravated assault • Violence • Suicide • Domestic violence in relation to: <ul style="list-style-type: none"> ○ Poverty ○ Ineffective ways to deal with stress ○ Continuing cycle-low self esteem ○ Financially stay in relationship |

| |
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| Priority Issue: Unintentional Injury/Death Prevention |
| Goal: All Madison County residents and visitors will be safe from traumatic injuries & death. |
| Strategies: <ul style="list-style-type: none"> • Increase awareness & educational opportunities regarding safe and appropriate vehicular operations. • Increase education on behaviors to prevent traumatic injuries and death. • Establish drivers education program. • Increase enforcement of seatbelt & DUI penalties. • Strengthen funding at county/state levels to keep highways in excellent condition. |
| Notes: <ul style="list-style-type: none"> • Motor Vehicle Crashes (MVCs) with alcohol • Motor Vehicle Crashes (MVCs) , injury & mortality • Increase in seatbelt use, more enforcement • Motor vehicle (I-10) seems to have a deadly stretch of I-10 |

Priority Issue: Access to Resources

Goal: All Madison County residents will have access to quality affordable health services.

Strategies:

- Recruit and retain providers.
- Solicit additional funding to address gaps in Madison County health care system.
- Educate residents on the available resources within the community
- Conduct resource mapping workshop to maximize resource utilization

Notes:

- Insurance options
- No health insurance
- Lack of Medicaid specialty physicians in area
- Use of Emergency Room as clinic (not true emergency)
- Youth mental health services
- Access
- Physician and patient ratio
- Lack of transportation
- Lack of primary care
- Mental health
- Not enough opportunity to do low impact exercise for elderly with arthritis
- Affordable healthcare
- Recruiting physicians for rural areas, how to allure?
- Dental oral health
- Keep pace w/ technology advancements and capability
- Adults who consume at least 5 servings of fruit & vegetables low
- #1 diagnosis in ER's psychosis, mental health
- # of primary care meds
- Adults who had their cholesterol checked
- Health care insurance coverage
- Competing for limited resources
- Healthcare reform, health ins for everyone

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| Priority Issue: Preventable/Controllable Diseases (Obesity) |
| Goals: All citizens in Madison County will be at a healthy weight. |
| Strategies: <ul style="list-style-type: none"> • Increase the access # of recreational & youth activities in Madison County. • Network to encourage social support for increased physical activity levels in schools & community. • Provide safe recreational parks, trails, etc. |
| Notes: <ul style="list-style-type: none"> • Obesity • Limited access to fresh foods • Not enough fruits and veggies • Lack of physical activities • Physical environment is good but access to recreational facilities are low • Youth activities • Lack of structured P.E. programs in school system • Need more physical activities • Middle & high school students are obese |

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| Priority Issue: STDs, Communicable & Infectious Diseases |
| Goal: All Madison County residents will be free of communicable and infectious diseases |
| Strategies: <ul style="list-style-type: none"> • Establish sex education classes in school system. • Conduct community education programs for STD prevention. • Sponsor guest speakers in schools for role modeling. • Increase awareness of the impact of unprotected sex and STD's. |
| Notes: <ul style="list-style-type: none"> • STD's • Communicable & infectious diseases • High cases of HIV/AIDS • High case of Chlamydia/ gonorrhea • Sexually transmitted infections • Not enough entertainment for young people so entertainment is sex • Cluster housing • No transportation |

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| Priority Issue: Health Screenings |
| Goal: Health screenings will be available to all Madison County residents. |
| Strategies: <ul style="list-style-type: none"> • Conduct screenings through community health fairs. • Conduct school readiness screenings. • Increase education & outreach efforts for types of screening needs. |
| NOTES: <ul style="list-style-type: none"> • TB cases • Oral health care, teeth extractions • Dental care • Health screenings & behavioral • Not enough free screening for healthcare • Preventive dental care • Need to up eye exams • Low cholesterol monitoring • Compliance with managing diagnosis/ diagnoses (diabetes, medical check-up annually, cholesterol) • Health screenings (mammogram, colon cancer, high blood pressure, cholesterol, prostate) |

Priority Issue: Preventable & Controllable Diseases

Goal: All citizens will be empowered to make healthy lifestyle choices to prevent & control diseases.

Strategies:

- Increase support of educational opportunities related to healthy lifestyles choices.
- Educate citizens on how to maintain & control present chronic disease conditions.
- Leverage partners to increase access to fruits & veggies (healthy foods) & exercise opportunities.
- Formulate focus groups to obtain an assessment of citizen's perceptions goals and needs (Community survey conducted as part of this process last year).
- Increase nutritional education & meal planning opportunities.
- Provide chronic disease self-management classes.
- Provide chronic disease screenings.
- Develop chronic disease care coordination. Medical home.

Notes:

- Congestive heart failure up
- Cancer(Prostate cancer, Breast, Colorectal, Colon)
- Chronic diseases
- Chronic disease education
- Coronary heart disease , age adjusted death rate
- Tobacco =low birth rate
- Heart disease- mortality
- Hypertension
- Strokes
- Diabetes self-management education
- High cholesterol
- Poor living conditions that trigger asthma- poor control
- Awareness in what senior citizens programs offer
- Flu vaccine education
- Immunization
- Diabetes – uncontrolled resulting in amputations
- High rate of End Stage Renal Disease (ESRD) in this area
- Diabetes not caught and treated fast enough
- Respiratory diseases

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| Priority Issue: Cause/Effect of Poverty |
| Goal: All Madison County residents will have access to resources to meet their needs. |
| Strategies: <ul style="list-style-type: none"> • Enhanced economic development activities to increase job opportunities. • Empower individuals to become more productive citizens. • Educate low-income & jobless citizens on career paths (“Access next”). • Increase vocational programs in school. |
| Notes: <ul style="list-style-type: none"> • High poverty rates • Economic development • High rate of children living poverty • Hunger • Inadequate housing • Access to healthy foods • High unemployment rate |

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| Priority Issue: Maternal & Child Health |
| Goal: All women and children in Madison County will have access to support services. |
| Strategies: <ul style="list-style-type: none"> • Educate women on the services and resources available in the community. • Provide whole child access. • Decrease teen pregnancy rate by increasing access to Sex Education & contraceptive health strategies. • Improve preconception health in schools and community. |
| Notes: <ul style="list-style-type: none"> • Teen birth • Infant death rate high • Teen pregnancy • Low birth weights • Prenatal support for expecting fathers • Neonatal death rate up • Post natal death • Single parent homes |

Priority Issue: Effective Community Education

Goal: Madison County will have access to quality education.

Strategies:

- Identify providers and their roles in the community wide education system.
- Educate the educators.
- Increase child readiness & parental involvement in schools.
- Expose info to elementary grades (“plant seeds” early).

Notes:

- High dropout rates
- Not enough parental interest
- Lack of guidance in schools(education related/ not health
- Some college
- State & federal regulatory mandates
- School system rankings
- School breakfast is high in sugar
- Nutrition
- Physical activity
- Medication compliance
- Lack of proper diet
- Stop kids from having sex
- Food choices, nutrition
- Diabetic education
- Smoking
- Health literacy, communication & education
- Lack of physical activity in relation to increase in overweight, obesity, County Health Department, diabetes, specifically in children
- STD's
- Social support
- Less options for healthy diets
- Not enough healthy eating in school
- Behaviors, attitude cultures
- Excessive drinking
- Education
- Increase focus on men's health
- Poor understanding not able to comprehend healthcare
- Students not graduating from high school contribute to poverty levels, unemployment, crime, low self-esteem, lack of support in home environment- generational problem
- Sex Education (teen pregnancy, STD's),
- District will not allow inability of sex education certified teachers to teach about human sexuality, STD's, abstinence, etc.

Madison County Available Community Health Resources

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|--|--|
| <ul style="list-style-type: none"> • 211 • Apalachee mental health • County Health Department • College (North FL Community College -NFCC) • Emergency Medical Services (EMS) • Extension office 4-H • Faith-based programs • Florida Therapy • Home health • Hospital • Middle Florida Baptist Association • Nursing homes • Occupational therapy • Pharmacies • Physical therapy • Physicians/mid-level practitioners • Refuge house • School programs for: <ul style="list-style-type: none"> ○ Head Start ○ Early Start ○ Kid Care • Senior citizens center • Speech therapy • WIC/Healthy Start Coalition • Big Bend • Chamber of Commerce • Community Action Center • Dental services • Economic Development Council • Food banks • Federally Qualified Health Center (FQHC) • Tri-County Health Care • Hospice • Legal aid • Madison Cooperative Ministries • Nursing homes • Occupational therapy • Pharmacies • Physical therapy • Physicians/mid-level practitioners • Refuge house • School programs for: <ul style="list-style-type: none"> ○ Head Start ○ Early Start ○ Kid Care | <ul style="list-style-type: none"> • ARC (For people with intellectual and developmental disabilities) • Boys & Girls Club • Boys to Kings & 24/7 DAD • Children's Home Society • Early Steps • Employers • Farmers market • Florida Rural Health Association • Junior Auxiliary • Law Enforcement • Madison Parent Project • Madison Youth • Parent-Child Home Program • Shared services • Student mental health/counseling services • Tobacco-free Madison Partners (SWAT) • Whole Child • Workforce • Youth Explorers (MPD) • Parents & grandparents • Physical fitness centers • Pregnancy center • Recreational center • Red Cross • Salvation Army • Suwannee River Economic Council • Thrift stores • Transportation/ Area Health Education Center (AHEC) • Tyson Taxi • United Way • Vocational Rehab • We Care • Senior citizens center • Speech therapy • WIC/Healthy Start Coalition |
|--|--|

Barriers/Challenges

- | | |
|--|---|
| <ul style="list-style-type: none"> • Access to health specialty services • Cultural attitude • Education level - health literacy • Emergency Medical Services (EMS) – large county coverage low staff service • Funding \$\$ - spread out- pull together duplication? • Lack of consistency - \$\$-sustainability • Lack of effective partner collaboration • Lack of parent involvement – accountability • Lack of parks & recreation • Lack of partnership building • Lack of trust in policy-fear • Local politics (and state) • Low fitness facilities –organized • Misuse of resources • No entertainment • Poverty/cycle of • Rural – remote- access/transportation • Access – hours convenient to community- location/mobile-staffing for after-hours/weekend • Collaboration/partnerships/ownership issues • Criminal background | <ul style="list-style-type: none"> • Generational to generation cycle • Hopeless/despair attitude • Lack of access to healthy food choices(restaurants & grocery stores) • Lack of cooking skills-resort to “fast food” • Lack of employment opportunities • Lack of public communication network • Non-compliance health issues/Medicaid advice/teaching • School curriculum lacking health education & physical fitness • School system restricting sex-education /health education/prevention • Technology decreases social skills(kids mainly)Low employment opportunities • Low employment opportunity-consistency /and consistency of programs • Mandate but no funding /provide it but no \$\$/provide it but no physicians, dental, etc. • Motivation to be involved • Politics(federal) • Stereotyping /judgmental • Technology-ability to keep up w/ new advance Fragmented provision of services/programs-no master coordination, territorial w/service/programs/\$\$, lack of sharing /collaboration • Knowledge of career paths/resources to continue higher learning |
|--|---|

Madison County Target Populations for Community Health Improvement Project

- | | |
|---|---|
| <ul style="list-style-type: none">• Children 0-3 at risk for developmental disabilities• Children over 5 lose WIC• Female 9-17 lack of Sex education• Grandparents without legal custody of kids• Large gap of uninsured citizens 21-65• Encourage education with children in Middle School• Over 65 with Medicare• Parent training for young parents (teens) fathers• Sandwich population, overload• Structured physical activity• Victims of domestic abuse (spousal, child, elder)• Criminal background population• Dropouts• Health disparity groups• Homeless / children | <ul style="list-style-type: none">• Caregiver population• Dementia/AD population• Men in need of guidance/services• Mental health population• Migrant population• Multi-generations on public assistance• Pregnant women/teens• Public housing• Resource gap for low income residents• Rural population w/lack of transportation• Single parent households, children lack role models• Substance abusers• Young adults need more preventative education• Men's health population• Obesity |
|---|---|

| Priority Issue: Safe Environment | | |
|--|---|--|
| Goal: Madison County will have a safe environment and be crime free. | | |
| Strategy | Barriers | Implementation |
| <ul style="list-style-type: none"> Promote crime stoppers | <ul style="list-style-type: none"> Cultural attitudes Lack of trust Effective controls and oversight | <p>Timeline</p> <p>12-24 months</p> <p>Lead & Team Members</p> <p>City and County Law Enforcement Local media Community volunteers</p> <p>Resources</p> <p>City and county law enforcement</p> |
| <ul style="list-style-type: none"> Organize neighborhood watch programs | <ul style="list-style-type: none"> Apathy Poverty Local politics | <p>Timeline</p> <p>12-24 months</p> <p>Lead & Team Members</p> <p>City and County Law Enforcement Community volunteers</p> <p>Faith-based leadership</p> <p>Resources</p> <p>Informational resources from existing programs, including local sponsor in City/County Law Enforcement</p> |

| Priority Issue: Unintentional Injury/Death Prevention | | |
|--|--|--|
| Goal: All Madison County residents & visitors will be safe from traumatic injuries & death. | | |
| Strategy | Barriers | Implementation |
| <ul style="list-style-type: none"> Increase awareness & educational opportunities regarding safe & appropriate vehicular operations | <ul style="list-style-type: none"> Motivation to be involved in education Cultural attitude - "I don't care" Lack of consistent & sustainability Coordination & collaboration of effects No one spear heading efforts Lack of personal accountability Educational level Fragmented efforts | <p>Timeline January 2014</p> <p>Lead & Team Members Schools Social Service programs Law Enforcement Faith-based members Hospitals Healthcare providers Healthy Start of Jefferson, Madison, Taylor</p> <p>Resources \$\$</p> |
| <ul style="list-style-type: none"> Increase education on behaviors to prevent traumatic injuries & death | <ul style="list-style-type: none"> Lack of understanding of behaviors that lead to injury Cultural attitude "I don't care" Age appropriate operations of equipment(farm safety) Motivation to become involved in education Lack of personal accountability Educational level Fragmented efforts | <p>Timeline January 2014</p> <p>Lead & Team Members Schools Madison County Health Department Healthcare providers Hospitals Faith- based network Law Enforcement Social Services programs Healthy Start of Jefferson, Madison, Taylor</p> <p>Resources \$\$</p> |

| Priority Issue: Unintentional Injury/Death Prevention (continued) | | |
|--|---|--|
| Goal: All Madison County residents & visitors will be safe from traumatic injuries & death. | | |
| Strategy | Barriers | Implementation |
| <ul style="list-style-type: none"> Increase enforcement of seatbelt & DUI penalties (car seats) | <ul style="list-style-type: none"> Cultural attitude Lack of personal accountability Local government support Local politics Rural | <p>Timeline January 2013</p> <p>Lead & Team Members Law Enforcement Local government Healthy Start of Jefferson, Madison, Taylor Madison County Health Department Healthcare providers</p> <p>Resources TBD</p> |

| Priority Issue: Access to Resources | | |
|---|---|---|
| Goal: All Madison County residents will have access to quality affordable health services. | | |
| Strategy | Barriers | Implementation |
| <ul style="list-style-type: none"> Recruit and retain providers | <ul style="list-style-type: none"> Technology Inability to support specialty practices Limited restaurants No entertainment | <p>Timeline January 2014</p> <p>Lead & Team Members Healthcare workforce network Madison County Hospital Madison County Health Department</p> <p>Resource North FL Community College /Allied Health program FSU School of Medicine Chamber of Commerce</p> |
| <ul style="list-style-type: none"> Solicit additional funding to address gaps in Madison County health care system | <ul style="list-style-type: none"> Federal politics Local politics Consistency/ sustainability | <p>Timeline January 2015</p> <p>Lead & Team Members Madison County Hospital Madison County Health Department Florida Department of Health</p> <p>Resources Health Resources and Services Administration (HRSA) Low Income Pool (LIP) grant Foundations</p> |

| Priority Issue: Access to Resources (continued) | | |
|--|--|---|
| Goal: All Madison County residents will have access to quality affordable health services. | | |
| Strategy | Barriers | Implementation |
| <ul style="list-style-type: none"> Educate residents on the available resources within the county | <ul style="list-style-type: none"> Locations/ hours Transportation | <p>Timeline January 2014</p> <p>Lead & Team Members Madison County Health Department Chamber of Commerce Media</p> <p>Resources Madison County Health Department Florida Department of Health Hospitals Emergency Medical Services (EMS)</p> |

| Priority Issue: Obesity | | |
|--|--|---|
| Goal: All citizens in Madison County will be at a healthy weight. | | |
| Strategy | Barriers | Implementation |
| <ul style="list-style-type: none"> Increase the access of recreational & youth activities in Madison County | <ul style="list-style-type: none"> Culture, lifestyle, funding, competition for other resources, Lack of collaboration Transportation Politics, etc. Lack of community programs | <p>Timeline Ongoing</p> <p>Lead & Team Members Merv Mattair Craig Wilson</p> <p>Resources Just Move Madison Healthy Start</p> |
| <ul style="list-style-type: none"> Network to encourage social support for increases physical activity levels in our schools. | <ul style="list-style-type: none"> Culture, lifestyle, funding, competition for other resources, Lack of collaboration Transportation Politics, etc. Lack of community programs | <p>Timeline 3-5 years</p> <p>Lead & Team Members School Superintendent</p> <p>Resource Grant \$\$ Collaboration</p> |
| <ul style="list-style-type: none"> Provide safe recreational parks, trails, etc. | <ul style="list-style-type: none"> Culture, lifestyle, funding, competition for other resources, Lack of collaboration Transportation Politics, etc. Lack of community programs | <p>Timeline Ongoing</p> <p>Lead & Team Members Department of Parks & Recreation</p> <p>Resources 4 Freedom Trail Lanier Field Lake Francis Boys & Girls Club Boyz 2 Men Madison Youth Initiative</p> |

| Priority Issue: Communicable & Infectious Diseases | | |
|--|--|---|
| Goal: All Madison County residents will be free of communicable and infectious diseases. | | |
| Strategy | Barriers | Implementation |
| <ul style="list-style-type: none"> Establish sex education classes in the school system <ul style="list-style-type: none"> Objective – Sponsor guest speaker in schools for role modeling | <ul style="list-style-type: none"> School system restricting sexed/ health education & prevention Lack of personal responsibility Local politics Resources | <p>Timeline January 2014</p> <p>Lead & Team Members Schools Madison County Health Department Hospital Healthcare providers Healthy Start Coalition WIC Pregnancy Center</p> <p>Resources TBD</p> |
| <ul style="list-style-type: none"> Network to encourage social support for increases physical activity levels in our schools. | <ul style="list-style-type: none"> Culture, lifestyle, funding, competition for other resources, Lack of collaboration Transportation Politics, etc. Lack of community programs | <p>Timeline 3-5 years</p> <p>Lead & Team Members School Superintendent</p> <p>Resource Grant \$\$ Collaboration</p> |
| <ul style="list-style-type: none"> Provide safe recreational parks, trails, etc. | <ul style="list-style-type: none"> Culture, lifestyle, funding, competition for other resources, Lack of collaboration Transportation Politics, etc. Lack of community programs | <p>Timeline Ongoing</p> <p>Lead & Team Members Department of Parks & Recreation</p> <p>Resources 4 Freedom Trail Lanier Field Lake Francis Boys & Girls Club Boyz 2 Men Madison Youth Initiative</p> |

| Priority Issue: Healthy Behaviors/Screenings | | |
|---|--|---|
| Goal: All Madison County residents will have a 25% reduction in communicable and infectious diseases. | | |
| Strategy | Barriers | Implementation |
| <ul style="list-style-type: none"> Conduct screenings through community health fairs | <ul style="list-style-type: none"> Funding Cultural attitude Transportation | <p>Timeline 12-24 months</p> <p>Lead & Team Members Madison County Health Department Hospital & Nursing staff & students Community volunteers</p> <p>Resources Madison County Health Department Whole Child Healthy Start Early Steps Early Learning Coalition Head Start Madison County Memorial Hospital Tallahassee Memorial Hospital Capital Regional Medical Center</p> |

| Priority Issue: Healthy Behaviors/Screenings (continued) | | |
|--|--|--|
| Goal: All Madison County residents will have a 25% reduction in communicable and infectious diseases. | | |
| Strategy | Barriers | Implementation |
| <ul style="list-style-type: none"> • Conduct school readiness screenings | <ul style="list-style-type: none"> • Lack of parent involvement • Health education/ illiteracy • Local politics | <p>Timeline 12-24 months</p> <p>Lead & Team Members Whole Child Madison County Health Department staff School Nurses School Board</p> <p>Resources School Board/District staff School Nurses Dental Mobile unit Madison County Health Department Whole Child Early Steps Early Learning Coalition Head Start Project Safe Zone Madison County Memorial Hospital Capital Regional Medical Center</p> |

Priority Issue: Preventable & Controllable Diseases

Goal: All citizens will be empowered to make healthy lifestyle choices to prevent controllable diseases.

| Strategy | Barriers | Implementation |
|--|---|---|
| <ul style="list-style-type: none"> Increase support of educational opportunities related to healthy lifestyle choices | <ul style="list-style-type: none"> Willingness to change Funding Poverty Rural Population Low education levels | <p>Timeline Ongoing & Immediate</p> <p>Lead & Team Members Madison County Health Department Schools systems</p> <p>Resources Madison County Health Department Whole Child County schools UF/IFAS County leaders 4-H</p> |
| <ul style="list-style-type: none"> Provide chronic disease screenings & education (re: chronic disease maintenance) | <ul style="list-style-type: none"> Transportation Access Education levels Funding Hours of operations Culture | <p>Timeline Ongoing & Immediate</p> <p>Lead & Team Members Hospitals Madison County Health Department</p> <p>Resources Hospitals Private care providers Madison County Health Department Whole Child Federally Qualified Health Center (FQHC) Children's Medical Services Early Learning Coalition Healthy Start</p> |

Priority Issue: Preventable & Controllable Diseases (continued)

Goal: All citizens will be empowered to make healthy lifestyle choices to prevent controllable diseases.

| Strategy | Barriers | Implementation |
|--|---|--|
| <ul style="list-style-type: none"> Leverage partners to increase social support of healthy eating and active lifestyles | <ul style="list-style-type: none"> Rural Population Social norms/ culture Funding Education levels Access to fruits/veggies \$\$ for healthy foods Lack of recreation/opportunities for fitness Community gardens | <p>Timeline Immediate to 2 years</p> <p>Lead & Team Members UF IFAS 4-H Schools Elected officials</p> <p>Resources Madison County Health Department County schools Florida Department of Health Chamber of Commerce</p> |

Priority Issue: Cause/Effect of Poverty

Goal: All Madison County residents will have access to meet their needs.

| Strategy | Barriers | Implementation |
|--|---|---|
| <ul style="list-style-type: none"> Enhanced economic development activities to increase job opportunities | <ul style="list-style-type: none"> Political climate in county Lack of consistency Lack of funding | <p>Timeline January 2015</p> <p>Lead & Team Members Economic Development Council County Commissioners</p> <p>Resources Residents of Madison County</p> |
| <ul style="list-style-type: none"> Empower individuals to become more productive citizens | <ul style="list-style-type: none"> Motivation to be involvement Hopelessness Generational cycles | <p>Timeline January 2014</p> <p>Lead & Team Members Community Development Agencies Schools</p> <p>Resources Chamber of Commerce</p> |
| <ul style="list-style-type: none"> Increase vocational programs in schools | <ul style="list-style-type: none"> Parent involvement Lack of funding Lack of instructors | <p>Timeline January 2015</p> <p>Lead & Team Members North FL Community College (NFCC) Schools State government</p> <p>Resources North FL Community College (NFCC) Public School system</p> |

Priority Issue: Maternal & Child Health

Goal: All women in Madison County will have access to support services.

| Strategy | Barriers | Implementation |
|--|--|--|
| <ul style="list-style-type: none"> Educate women on the services & resources available in the community | <ul style="list-style-type: none"> Funding/ poverty Lack of trust Education level, health literacy | <p>Timeline January 2015</p> <p>Lead & Team Members Healthy Start Madison County Health Department School District Teen Pregnancy Group (TAP) (Note: No longer exists)</p> <p>Resources Nursing students Volunteer Healthcare Professionals Healthcare Providers Coding of Services</p> |
| <ul style="list-style-type: none"> Provide whole child access | <ul style="list-style-type: none"> Funding/ poverty Parent involvement Lack of specialty provider Fragmented services Access, hours convenient to community | <p>Timeline January 2015</p> <p>Lead & Team Members Madison County Health Department Healthy Start Media Communication network</p> <p>Resources Faith- based community Civic organizations</p> |

Priority Issue: Maternal & Child Health (continued)

Goal: All women in Madison County will have access to support services.

| Strategy | Barriers | Implementation |
|---|---|---|
| <ul style="list-style-type: none"> Decrease teen pregnancy rate by increased access to contraceptive education | <ul style="list-style-type: none"> Local politics, limits from school board & parental permission Cultural attitude | <p>Timeline January 2015</p> <p>Lead & Team Members Madison County Health Department Healthy Start School District Healthcare providers</p> <p>Resources Coding of services Healthcare network</p> |

Priority Issue: Effective Community Education

Goal: Madison County will have access to quality education.

| Strategy | Barriers | Implementation |
|--|--|--|
| <ul style="list-style-type: none"> Identify providers & their roles in the community education system | <ul style="list-style-type: none"> Lack of public communication network Misuse of resources Lack of trust | <p>Timeline January 2015</p> <p>Lead & Team Members Madison County Health Department Hospital</p> <p>Resources Healthcare network North FL Community College (NFCC) Allied Health students</p> |
| <ul style="list-style-type: none"> Educate the educators | <ul style="list-style-type: none"> Lack of consistency Funding Dependency of schools for all education | <p>Timeline January 2015</p> <p>Lead & Team Members Area Health Education Center (AHEC) North FL Community College (NFCC)</p> <p>Resources Nursing students North FL Community College (NFCC) Madison County Health Department Area Health Education Center (AHEC) School Board</p> |

Priority Issue: Effective Community Education (continued)

Goal: Madison County will have access to quality education.

| Strategy | Barriers | Implementation |
|---|---|---|
| <ul style="list-style-type: none"> Increase child readiness & parent involvement | <ul style="list-style-type: none"> Stereotyping Lack of parent involvement Cultural attitude | <p>Timeline January 2015</p> <p>Lead & Team Members Healthy Start Madison County Health Department Early Learning Coalition Whole Child</p> <p>Resources TBD</p> |

Appendix 2: CHIP Workshop 1 – April 11, 2013

Email to workshop participants

Dear Community Health Partners:

The Florida Department of Health in Madison County needs your help! We are in the final phase of our Community Health Improvement Planning project and have an aggressive timeframe for completion. We will be working on the Community Health Action Plan for improving the health of community residents. Your experience and expertise is a critical!

PLEASE SAVE THESE DATES:

CHIP Workshops (your attendance is required at both sessions)

April 11 (Thursday) 10:00am-2:00pm (includes a working lunch) May 30 (Tuesday) 10:00am-2:00pm (includes a working lunch)

All workshops will be held at:
Madison County Extension Office
184 NW College Loop
Madison, FL 32340

For more information and to RSVP, contact Nicolette Castagna at nicolette_castagna@doh.state.fl.us.

Background: The Community Health Improvement Plan follow the NACCHO (National Association of County and City Health Officials) MAPP (Mobilizing for Action through Partnership and Planning) process to examine the community health status of Liberty and Calhoun Counties.

See Website - <http://www.naccho.org/topics/infrastructure/mapp/>

This last step involves the Community Health Improvement Plan (CHIP). A CHIP can be used by health departments, as well as other government, educational, or human service agencies, to coordinate efforts and target resources that promote health. A CHIP serves to address issues, roles, and common goals and objectives throughout the community. The plan can be used to guide action and monitor and measure progress toward achievement of goals and objectives. The plan, along with a community health needs assessment, can be utilized as justification for support of certain public health initiatives, as part of funding proposals, and for attracting other resources toward building programs that improve the overall quality of life of the community.

Thank you in advance. We look forward to working with you on this valuable project.

CHIP Workshop 1 Participants

Florida Department of Health in Madison County Community Health Improvement Project April 11, 2013 Sign-In Sheet – CHIP Session 1

| Name/Title | Organization |
|-------------------------------|---|
| Matthew Evers | Big Bend AHEC/Big Bend Rural Health Network |
| Preston Matthews | Big Bend AHEC |
| Jim Catron | City of Madison |
| Morgan Rockey | Department of Children & Families |
| Morgan Evers | Early Learning Coalition |
| Tom Cisco | Emergency Management |
| Kimberly Allbritton | Florida Department of Health – Madison County |
| Cindy Brown | Florida Department of Health – Madison County |
| Nicolette Castagna | Florida Department of Health – Madison County |
| Colleen Harmon | Florida Department of Health – Jefferson & Madison County |
| Nadine Kahn | Florida Department of Health – Madison County |
| Donna L. Melgaard | Florida Department of Health – Madison County |
| Shanetta Mitchell | Florida Department of Health – Madison County |
| Karen Pennington | Florida Department of Health – Madison County |
| Mark Positano | Florida Department of Health – Madison County |
| Pam Robinson, Health Educator | Florida Department of Health – Madison County |
| Craig Wilson | Florida Department of Health – Madison County |
| Amy Ellison | Healthcare Workforce Network |
| Tonya Bell | Healthy Start Coalition – Jefferson, Madison, Taylor |
| Deveda Bellamy | Leon County Health Department/Minority AIDS Coordinator |
| Diann Douglas | Madison County Extension |
| Jan McHargue | Madison County School Board |
| Kristi Pittman | North Florida Medical Centers |
| Rosa Richardson | Senior Citizens Center - Madison |
| George Hinchliffe | St. Luke's Episcopal Church |

CHIP Workshop 1 Agenda

Community Health Improvement Plan 2013
Wednesday – 10:00am-2:00pm
Florida Department of Health in Madison County
Madison County Extension Office - 184 NW College Loop
Madison, FL 32340



April 11, 2013 Agenda

- | | |
|--------------------------|---|
| 10:00am – 10:15am | Introductions Workshop Logistics Review |
| 10:15am - 10:45am | Workgroup Assignments Participants will be assigned to a workgroup to prioritize issues. <ul style="list-style-type: none">• Review Strategic Priorities & Goals from August 17, 2012 workshop• Review Community Health profile data• Identify <i>Do-able</i> issues – Which Issues/Goals can be <u>realistically</u> impacted in the next 2 years?• Identify <i>Barriers to Action</i> – What barriers <u>must be</u> addressed in order to impact the issue? |
| 10:45am – 11:00am | Group Decision Making <ul style="list-style-type: none">• Issues/goals will be prioritized• Top 2-3 issues/goals will be selected for development in the CommunityHealth Improvement Plan. |
| 11:00am – 11:30am | Goal for each Health Issue <ul style="list-style-type: none">• Participants will self-select into an issue and work together to develop a <i>Goal</i> for the issue. |
| 11:30am -11:45am | Group Review of Goals <ul style="list-style-type: none">• Groups will review each other’s work and provide feedback |
| 11:45am-12:15pm | Working Lunch (Lunch provided & networking) |
| 12:15pm-12:45pm | SMART Objectives for each Goal (Issue) <ul style="list-style-type: none">• Participants will develop SMART objectives for the Goal (Issue) |

- | | |
|-------------------------|---|
| 12:45pm – 1:00pm | <p>SMART Objectives</p> <ul style="list-style-type: none"> • Participants will review each other’s work and provide feedback. • Feedback will be used to refine Goal and SMART Objectives. |
| 1:00pm – 1:30pm | <p>Baseline Measure(s) and Source</p> <ul style="list-style-type: none"> • Participants will identify the current data (Baseline measure) and source for each SMART Objective. |
| 1:30pm – 1:45pm | <p>Group Review</p> <ul style="list-style-type: none"> • Participants will review the Goal, SMART Objectives, and Baseline Measure (and Source) for each issue and provide feedback. |
| 1:45pm – 2:00pm | <p>Community Health Improvement Plan Workshop Summary & Next Steps</p> |

A Community Health Improvement Plan (CHIP) has been defined as “a long-term, systematic effort to address health problems on the basis of the results of assessment activities and the community health improvement process.”

CHIP:

- Serves to address issues, roles, and common goals and objectives throughout the community.
- Is used to coordinate efforts and target resources that promote health.
- Guides action and monitors and measures progress toward achievement of goals and objectives.
- Often used as justification for support of certain public health initiatives, as part of funding proposals, and for attracting other resources toward building programs that improve the overall quality of life of the community.

GOAL:

- Broad, long-term aims that define the desired result associated with identified strategic issues.
- Set a common direction and understanding of the anticipated end result.

Example:

Strategic issue: Access to population-based and personal health care services.

Goal: All persons living in our community will have access to affordable quality health care.

S-M-A-R-T Objectives

Specific means that the outcome is concrete, detailed, focused and well defined.

Measurable outcomes include units for counting, which determines quantity and comparison.

Achievable outcomes are feasible, reasonable and actionable.

Realistic outcomes add value or contribute to the accomplishment of the goal.

Time limited means there is a deadline(s) for completion.

Example:

Strategic issue: Access to population-based and personal health care services

Goal: All persons living in our community will have access to affordable quality health care.

Objective:

1. Develop an online directory of area public health and health care organizations by June 30, 2014.
2. Advertise the online directory to community residents at 100% of county facilities (e.g., schools, library, government offices) and primary care and health care facilities by December 30, 2014.

CHIP Workshop 1 Summary Notes

Unintentional Injury/Death Prevention

- Implement /expand high school drivers education program and adult education program for license renewal.(City health R charts)
- Increase access to pcp, ob gyns, healthy start screenings, etc...(Bxfss/charts CHR)
- Increase injury prevention activities and education.(3 sticky notes)
- Increase the # of insured adults and children.(Madison County SHT)
- Work with law enforcement to adhere to cite vehicle violations.
- Lobby County to fix roads by asking for an increase % of funds spent on roads. \$ is there.(Madison County SHT)
- Chronic disease, utilize and promote already existing anti- tobacco programs(Department of health/AHEC) to reduce % of unintended death(BRFSS)
- Secondary effects: lower chronic disease, asthma birth defects, premature birth, infant death, SIDS rates.

Increase Injury Prevention Activities and Education

- Increase the usage of child passenger safety seats by _ % by June 30th, 2015. (Realistic time frame)
- Increase the usage of seatbelts by _ % by June 30th, 2015.
- Decrease the % of middle/high students exposed to second hand smoke by 5% by June 30th, 2015. (Tom Cisco, Craig W, Mark P, Morgan Evers, Matt Evers, Jim Catron)

Educate/Empowerment

- Implement a peer mentoring program to reach 25 youth by August 1, 2015.(Ages TBD 13-18)
- ~~Design and develop a collaborative network and secure funding sources for an evidence based mental health assessment and intervention too for young families by September 31st, 2016.(- one sticky note)~~
- Establish a mental health assessment network intervention. (Karen Pennington, Deveda Bellamy, George H, Nicolette Castagna, Kristi Pittman, Nadine Kuhn, Jan Mc Hargue)

Healthy Lifestyles(Maternal and Child Health)

- Reduce obesity rate by 3% in women of childbearing age 13-44 by September 30, 2016.
- Increase the number of minority women who initiate breastfeeding from 46.3% to at least 49.3% by September 30, 2016.
(Nita, Tonya, Diane, Pam)

Healthy Lifestyles(STD's)

- Chlamydia will be decreased 10% by September 30, 2015. (Realistic %??)
- Kim's FYI, screening: Chlamydia screening, cancer screening, diabetes.

Healthy Lifestyles

- Increase injury prevention activities and education.
- Increase access to lactation consultants.
- Empowerment education in career paths. (Social and mental health)
- ~~Increase access to education for physical activity and exercise.~~
- ~~Reduce obesity.~~

Healthy Lifestyles(Obesity)

- Increase % of healthy weight adults from 32.3% to 33.2% by August 31, 2015.
- Increase % of youth (11-17 years) that engage in vig/moderate physical activity from 23.7% to 25.7% by August 31, 2015. (Include younger)(One sticky note)
(Amy, Cindy, Donna, Colleen, Kim)

Common Themes

- Health education and access
- Outreach
- Screenings
- Obesity
- Empower citizens to be healthy and productive
- Physical activity
- Increase health and human services
- Better employment and access

Cause /Effect of Poverty

- Workforce and enhance economic development for job opportunities.
 1. Increase jobs/job potential
 2. Exclusions from gainful employment – welfare/rehab/incarcerations
 3. OJT(sewer treatment, sanitation, dietary, agriculture jobs
 4. Maximize opportunities for the 1-10 industrial corridor
- Empower productive citizens – educational support networks (groups) support, nurture and expand initiatives that currently exist and instill hope and expectation of success in our youth...
 1. Research/ implement centers: faith based job trainings, education, application, (Non – traditional)
 2. Local support/ partnerships/embracing with local school board/chamber of commerce, NFCC- St.Leo.(Two sticky note)
- Education of jobless in career paths: low income adults, bonding opps, if needed.
 1. Vocational career paths. (School and /or faith based)
 2. Enhance workforce centers potential for hire/trainings/growth.
 3. Communities have to Buy In! (Must be “sold”)(Three sticky notes)

Maternal and Child Health

- Decrease number of women of child – bearing with bmi over 29 by 10%. (Can be moved to obesity/overweight)(Two sticky notes)
- Decrease smokeless tobacco use by middle schoolers by 10%.
- Increase access to ob/neonatal care.(educate re: prenatal obesity) – need for exercise
- Increase access to programs like h/st and h/family
- Increase maternal child health screenings (depression →Edin Burgh)
- Increase access to quality daycare(stress relief for mom and opportunity to work)
- Increase more access to lactation consultants, especially among minorities.(Three sticky notes)
- Reduce fetal death rates in Madison County (↑ in state)

Safe Environment

- Increase the # of mental/substance health providers available in Madison County. (19234:1→ 3373:1 state)
- Increase county financial support for human services/culture/recreation.
- Increase supervised opportunities for youth I.e. parks and recreation.
- Youth empowerment; mentors, tutors, vocational training, reduce out of school suspension. (Two sticky notes)
- Family mental health counseling.

Healthy Behaviors/Screenings

- Increase healthy behaviors for physical activity, nutrition, and tobacco use by education and marketing.
- Thus impacting: diabetes, heart disease, obesity, stroke, cancers, oral health.
- Provide supports, incentives.
- Lower teen pregnancy rates.
- Increase tobacco and sex education to middle and high school students, provide comprehensive pregnancy prevention tools and explain how to use them.

Communicable and Infectious Disease

- Decrease cases of Chlamydia by 10% by August 2015.

Preventable and Controllable Diseases

- Decrease STD cases by promoting healthy behaviors.
- Increase education and screening.
- Decrease diabetes among all ages.

Access to Resources

- Increase # of adults for medical checkups: Brfss pg.18
- Reduce fetal death rate. (Florida chart)
- Transportation.
- Adult and child providers.
- More awareness/access to federally qualified medical home.(Florida charts)
- Provide more sliding fee scale providers. (Census)
- More specialists in the community.
- Free screenings A/C. (Florida charts)
- Home health agencies.
- More community outreach using C.H.W. (Florida charts)

Obesity

- Increase access to exercise classes.
- Increase education in areas of nutrition and physical activity. (Three sticky notes)
- Increase all schools physical activity rates.
- Establish and increase walking/ running programs
- Build farmer's market facilities and network.
- Educate that EBT can be used at these.
- Expand NFCC's fitness program.
- Promote awareness and benefits of local physical fitness opportunities.
- Increase number of summer camps featuring healthy lifestyle "training".

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| Priority Issue: Health education & empowerment | | | | | |
|--|--|-----------------------------------|---------------------------|---------------------------|---------------------------|
| Goal (Aim): Improve health education & empowerment in Madison County. | | | | | |
| Objective: Implement a peer mentoring program to reach 25 youth, ages 13-18, by August 1, 2015. | | | | | |
| Baseline Measure/Source: | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| | | | | | |

| Priority Issue: Health education & empowerment | | | | | |
|---|--|-----------------------------------|---------------------------|---------------------------|---------------------------|
| Goal (Aim): Improve health education & empowerment in Madison County. | | | | | |
| Objective: Establish a mental health assessment network intervention for young families by September 31, 2016. | | | | | |
| Baseline Measure/Source: | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| | | | | | |

| Priority Issue: Healthy Lifestyles | | | | | |
|---|---------------------------------|----------------------------|--------------------|--------------------|--------------------|
| Goal (Aim): Decrease the rate of STDs in Madison County. | | | | | |
| Objective: Decrease chlamydia in _____ by 10% by September 30, 2015. | | | | | |
| Baseline Measure/Source: | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| | | | | | |

| Priority Issue: Unintentional Injury/Death Prevention | | | | | |
|--|---------------------------------|----------------------------|--------------------|--------------------|--------------------|
| Goal (Aim): Increase Injury Prevention Activities and Education in Madison County. | | | | | |
| Objective: Increase the usage of child passenger safety seats by _ % by June 30 th , 2015. | | | | | |
| Baseline Measure/Source: | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| | | | | | |

| Priority Issue: Unintentional Injury/Death Prevention | | | | | |
|---|---------------------------------|----------------------------|--------------------|--------------------|--------------------|
| Goal (Aim): Increase Injury Prevention Activities and Education in Madison County. | | | | | |
| Objective: Increase the usage of seatbelts by _ % by June 30 th , 2015. | | | | | |
| Baseline Measure/Source: | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| | | | | | |

| Priority Issue: Unintentional Injury/Death Prevention | | | | | |
|--|---------------------------------|----------------------------|--------------------|--------------------|--------------------|
| Goal (Aim): Increase Injury Prevention Activities and Education in Madison County. | | | | | |
| Objective: Decrease the % of middle/high students exposed to second hand smoke by 5% by June 30 th , 2015. | | | | | |
| Baseline Measure/Source: | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| | | | | | |

| | | | | | |
|--|--|-----------------------------------|---------------------------|---------------------------|---------------------------|
| Priority Issue: Maternal and Child Health | | | | | |
| Goal (Aim): Improve the health of women & children in Madison County. | | | | | |
| Objective: Increase the number of minority women who initiate breastfeeding from 46.3% to at least 49.3% by September 30, 2016. | | | | | |
| Baseline Measure/Source: | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| | | | | | |

| | | | | | |
|--|--|-----------------------------------|---------------------------|---------------------------|---------------------------|
| Priority Issue: Maternal and Child Health | | | | | |
| Goal (Aim): Improve the health of women & children in Madison County. | | | | | |
| Objective: Reduce obesity rate by 3% in women of childbearing, ages 13-44, by September 30, 2016. | | | | | |
| Baseline Measure/Source: | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| | | | | | |

| Priority Issue: Obesity | | | | | |
|---|---------------------------------|----------------------------|--------------------|--------------------|--------------------|
| Goal (Aim): Decrease the rate of obesity in Madison County. | | | | | |
| Objective: Increase % of healthy weight adults from 32.3% to 33.2% by August 31, 2015. | | | | | |
| Baseline Measure/Source: | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| | | | | | |

| Priority Issue: Obesity | | | | | |
|---|---------------------------------|----------------------------|--------------------|--------------------|--------------------|
| Goal (Aim): Decrease the rate of obesity in Madison County. | | | | | |
| Objective: Increase % of healthy weight adults from 32.3% to 33.2% by August 31, 2015. | | | | | |
| Baseline Measure/Source: | | | | | |
| Key Activities | Lead Role & Community Resources | Target Date for Completion | Status of Progress | Evaluation Measure | Evaluation Results |
| | | | | | |

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Appendix 2: CHIP Workshop 2 – April 30, 2013

Email to workshop participants

Dear Community Health Partners:

The Department of Health in Madison County needs your help! We are engaged in the Community Health Improvement Planning process and have an aggressive timeframe for completion. Your experience and expertise is a critical!

We will be meeting to develop a Community Health Improvement Plan (CHIP). A CHIP can be used by health departments, as well as other government, educational, or human service agencies, to coordinate efforts and target resources that promote health. A CHIP serves to address issues, roles, and common goals and objectives throughout the community. The plan can be used to guide action and monitor and measure progress toward achievement of goals and objectives. The plan, along with a community health needs assessment, can be utilized as justification for support of certain public health initiatives, as part of funding proposals, and for attracting other resources toward building programs that improve the overall quality of life of the community.

PLEASE PLAN TO ATTEND BOTH THESE WORKSHOPS:

Workshop 1 - Thursday, April 11 from 10:00am-2:00pm Agenda is attached for this workshop.

Workshop 2 - Tuesday, April 30 from 10:00am-2:00pm

Both workshops will be held at:

Madison County Extension Office
184 NW College Loop
Madison, FL 32340

Your attendance is required at both workshops. A working lunch will be provided during each workshop.

For more information and to RSVP, contact Nicolette Castagna at nicolette_castagna@doh.state.fl.us by **April 4** and let us know if you have any dietary restrictions.

Thank you in advance. We are looking forward to your valuable input at this workshop.

CHIP Workshop 2 Participants

**Florida Department of Health in Madison County
Community Health Improvement Project
April 30, 2013 Sign-In Sheet – CHIP Session 2**

| Name/Title | Organization |
|-------------------------------|---|
| Patricia G. Kitchen, RN | Capital Area Chapter, American Red Cross |
| Jim Catron | City of Madison |
| Morgan Rockey | Department of Children & Families |
| Kimberly Allbritton | Florida Department of Health – Madison County |
| Nicolette Castagna | Florida Department of Health – Madison County |
| Colleen Harmon | Florida Department of Health – Jefferson & Madison County |
| Nadine Kahn | Florida Department of Health – Madison County |
| Merv Mattair | Florida Department of Health – Madison County |
| Donna L. Melgaard | Florida Department of Health – Madison County |
| Shanetta Mitchell | Florida Department of Health – Madison County |
| Karen Pennington | Florida Department of Health – Madison County |
| Mark Positano | Florida Department of Health – Madison County |
| Pam Robinson, Health Educator | Florida Department of Health – Madison County |
| Craig Wilson | Florida Department of Health – Madison County |
| Mickie Salter | Healthcare Workforce Network |
| Tonya Bell | Healthy Start Coalition – Jefferson, Madison, Taylor |
| Lynn Elliott | Healthy Start Coalition – Jefferson, Madison, Taylor |
| Deveda Bellamy | Leon County Health Department/Minority AIDS Coordinator |
| Gladney Cherry | Madison County School Board |
| Jan McHargue | Madison County School Board |
| Kristi Pittman | North Florida Medical Centers |
| Octavious Tookes | Madison County Schools |

CHIP Workshop 2 Agenda

Community Health Improvement Plan 2013

Tuesday – 10:00am-2:00pm

Florida Department of Health in Madison County
Madison County Extension Office - 184 NW College Loop
Madison, FL 32340



April 30, 2013 Agenda

- | | |
|--------------------------|--|
| 10:00am – 10:15am | Introductions Workshop Logistics Review |
| 10:15am - 10:45am | Workgroup Assignments Participants will be self-assigned to an Action Plan workgroup and review & refine the <i>GOAL</i> and <i>OBJECTIVE</i> . Workgroups will also identify the baseline data and source for each <i>OBJECTIVE</i> . <ul style="list-style-type: none">• Obesity• Healthy Lifestyles (STDs)• Maternal & Child Health• Injury Prevention & Education |
| 10:45am – 11:00am | Group Review <ul style="list-style-type: none">• Workgroups will review each other's work and provide feedback. |
| 11:00am – 11:45am | ACTIVITIES for Action Plan <ul style="list-style-type: none">• Each workgroup will identify the <i>ACTIVITIES</i> for each <i>OBJECTIVE</i> in their Action Plan. |
| 11:45am-12:15pm | Working Lunch (Lunch provided & networking) |
| 12:15pm-12:30pm | Group Review <ul style="list-style-type: none">• Workgroups will review each other's work and provide feedback. |
| 12:30pm – 1:00pm | Action Plan Completion <ul style="list-style-type: none">• For each <i>OBJECTIVE</i> in their Action plan, workgroups will identify:<ul style="list-style-type: none">• Lead Role & Community Resources• Target Date for Completion• Evaluation Measure.• <u>NOTE:</u> Action Plan will end with measuring the baseline measure to determine impact |

1:00pm – 1:30pm

Group Review

- Workgroups will review each other's work and provide feedback.

1:30pm – 1:45pm

Action Plan Final Revision

- Based on feedback, workgroups will finalize their Action Plan(s).

1:45pm – 2:00pm

Community Health Improvement Plan Workshop Summary

A Community Health Improvement Plan (CHIP) has been defined as “a long-term, systematic effort to address health problems on the basis of the results of assessment activities and the community health improvement process.”

CHIP:

- Serves to address issues, roles, and common goals and objectives throughout the community.
- Is used to coordinate efforts and target resources that promote health.
- Guides action and monitors and measures progress toward achievement of goals and objectives.
- Often used as justification for support of certain public health initiatives, as part of funding proposals, and for attracting other resources toward building programs that improve the overall quality of life of the community.

GOAL:

- Broad, long-term aims that define the desired result associated with identified strategic issues.
- Set a common direction and understanding of the anticipated end result.

Example:

Strategic issue: Access to population-based and personal health care services.

Goal: All persons living in our community will have access to affordable quality health care.

S-M-A-R-T Objectives

Specific means that the outcome is concrete, detailed, focused and well defined.

Measurable outcomes include units for counting, which determines quantity and comparison.

Achievable outcomes are feasible, reasonable and actionable.

Realistic outcomes add value or contribute to the accomplishment of the goal.

Time limited means there is a deadline(s) for completion.

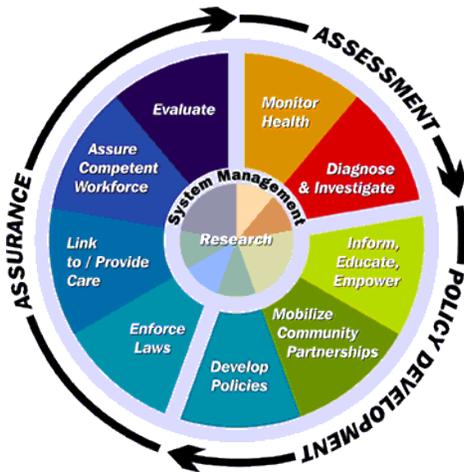
Example:

Strategic issue: Access to population-based and personal health care services

Goal: All persons living in our community will have access to affordable quality health care.

Objective:

1. Develop an online directory of area public health and health care organizations by June 30, 2014.
2. Advertise the online directory to community residents at 100% of county facilities (e.g., schools, library, government offices) and primary care and health care facilities by December 30, 2014.



From: <http://www.naccho.org/topics/infrastructure/CHAIP/index.cfm>

The fundamental purpose of public health is defined by three core functions: assessment, policy development and assurance. Community Health Improvement Plans (CHIPs) provide information for problem and asset identification and policy formulation, implementation, and evaluation. CHIPs also help measure how well a public health system is fulfilling its assurance function.

A CHIP is part of an ongoing broad community health improvement process. A community health improvement process uses CHA data to identify priority issues, develop and implement strategies for action, and establish accountability to ensure measurable health improvement, which are often outlined in the form of a Community Health Improvement Plan (CHIP).

The Public Health Accreditation Board's (PHAB's) voluntary, national public health department accreditation program is designed to document the capacity of a public health department to deliver the three core functions of public health and the Ten Essential Public Health Services. PHAB requires completion of a CHA and a CHIP as two of three prerequisites to accreditation program application.

